

Sean Livelsberger

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Senior Analyst with 8+ years experience between the eCommerce and Marketing industries. Ambitious self-starter who is always looking for ways to innovate and add value. Passionate about Machine Learning and Artificial Intelligence.

Experience

ShopRunner

Analytics Lead, Enterprise Products

Chicago, IL

Jan 2018 - Present

- **Product Analytics:** Owned end-to-end analytics across the enterprise product suite [eCommerce (Out of Stock Notifications, Urgency Messaging, New Customer Offers, Trending Products Widget), Payments (Express Checkout, 1-Click Checkout, Gifting, 3rd Party Payment Buttons), and Shipping (Same-Day Delivery)]. Developed a thorough understanding of underlying product economic models for retailers and consumers. Collaborated with Product Managers to determine all relevant metrics for product success and future development. Designed instrumentation plan for products and collaborated with engineering teams to implement plans and overcome technical challenges. Designed all enterprise product datasets and constructed their corresponding data pipelines built from the primary event stream and other internal data sources. Built self-service dashboards for internal and external customers. Partnered with product teams to develop new relevant insights and analyses. Democratized primary and ancillary product datasets across the organization.
- **Instrumentation:** Acted as the instrumentation expert for the organization. Operated in multiple capacities (analytics, product, engineering, data engineering) to develop a framework to standardize instrumentation design, documentation, and requirements across all of the organization's products and services.
- **Product Development:** Leveraged existing Out-of-Stock eCommerce product data to develop new analytics offering to aid retail partner buying and planning team decision-making. Was the dedicated analytics resource for new venture engagements, responsible for onboarding and technical support of projects, which most recently included the construction of a retail product-level pricing strategy tool. Was the first and only employee that is not part of new-ventures team to submit a full-fledged new venture product proposal. Built product valuation tool for partner-facing teams to aid in estimation of the incremental value of launching a product with a new partner.
- **Experimentation:** Oversaw numerous product rollout and feature tests. Supervised test launches and debugged issues with engineering teams. Built framework to automate the generation of test results for enterprise products and provide engineers and product managers with the tools to validate group randomization and measure test results in both staging and production environments.
- **Analytical Operations:** Developed and led the agile workflow process that allows the analytics team to manage work streams across the entire organization.

Target Data

Director, Advanced Analytics

Chicago, IL

Jun 2011 – Dec 2017

- **Team Leadership:** Train and guide efforts of all team members as well as manage/mentor junior analysts and interns.
- **Ongoing Analytics:** Conduct routine and ad-hoc analyses on client campaign performance, attribution, optimization, and segmentation.
- **Advanced Statistical Modeling:** Transform datasets and implement linear discriminant modeling infrastructure to identify target audiences for clients.
- **Marketing Execution:** Ensure successful weekly execution of 300+ cross-channel marketing campaigns, appropriately design and implement A/B testing, and develop requirements for new campaign platform capabilities.
- **Visualization:** Build internal and client facing dashboards to present data profiles and results of client campaign evaluations.

- Data Onboarding: Formulate exploratory data rubric, communicate with clients to verify business logic regarding their data, and identify datasets pertinent to client goals.
- Analytical Operations: Develop automated processes and workflow pipelines to streamline reporting, modeling, and campaign planning.
- Cross-functional Capacity: Facilitate prioritization of internal and client needs between teams, function as liaison to the technology team in order to help efficiently design long-term analytical functionality, and assist in the development of the client engagement approach.

Education

Georgia Institute of Technology

Master of Science in Computer Science

Expected 2021

Specialization: Machine Learning

The University of Chicago

Bachelor of Science in Mathematics and Bachelor of Arts in Economics

2013

Dean's List 2012-2013

Skills

Expert: SQL, Tableau, Looker

Advanced: Python, R, ETL, Microsoft Office

Basic: Javascript, Bash, Unix, C