STEPHEN K. HAGE

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SUMMARY

Data professional with six years of advanced analytics and data science experience, six years of sales and marketing work, and a MS in Predictive Analytics to be conferred in early 2019. Skilled in machine learning and deep learning techniques, uniquely combined with business decision-making and strategic thinking.

PROFESSIONAL EXPERIENCE

Rakuten Marketing, *Senior Analyst*   **May 2014-Present**
Rakuten Marketing is the leader in ecommerce marketing services including SEM, Display, and Affiliate Marketing
- Increased new customer acquisition rate by 29% for a top client by developing complete end-to-end Conquesting Strategy, from data mining through the presentation to the client's marketing executives
- Improved Return on Ad Spend by 26% for a top-5 client by modeling elasticity of demand for advertising rates
- Enhanced competitive intelligence for sales and client services by developing web scrapers in Python
- Initiated, designed and deployed an automated mass forecasting tool to predict revenues by client by day

Rakuten Marketing, *Account Manager*   **March 2012-May 2014**
- Built Excel templates to standardize decision-making for ad buying decisions for client services
- Wrote series of explainer documents for Account Managers to demonstrate how to present data to clients

Shop Smart, Inc., *Editor*   **June 2010-March 2012**
Shop Smart empowers consumers to save time and money while shopping
- Increased email subscriber base by 270% by building new merchant relationships and writing targeted content
- Generated more than $3 million in revenue by writing a blog series on credit card points and sign up bonuses

Marcus Evans, *Assistant Manager*   **August 2007-June 2010**
Marcus Evans produces niche business intelligence events for industry experts to benchmark best practices
- Received three promotions in three years despite client budget freezes due to the great recession
- Won team MVP Award in 2007 for sales and leadership contributions

Advantage Freight Network, *Supply Chain Operations*   **July 2006-March 2007**
AFN is a third-party logistics provider specializing in expedited full truckload transportation
- Discovered and fostered growth for what would become the 14th largest shipping partner in the network
- Graduated from operations analyst and carrier network development positions to customer sales

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EDUCATION

Northwestern University, *Master of Science in Predictive Analytics*   **March 2019**
- Area of focus in advanced modeling, particularly machine learning and deep learning

Indiana University Kelley School of Business, *Bachelor of Science in Business*   **May 2006**
- Majored in Business Operations and International Business with minors in French and Italian

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TECHNICAL SKILLS

Python: Wrote web scrapers to collect data, utilized Pandas for data analysis and reporting automation
R: Performed statistical analysis of large data sets, including evaluation of promotion success and client seasonality
Keras: Built image recognition, text analytics and time series models for scenario-based forecasts
SQL: Mastery of relational databases, designed query templates for fast and accurate reporting
Hive: Wrote and standardized queries connecting multiple databases to map customer shopping behavior
Project Management: Initiated, planned and executed projects ranging from web scrapers to fraud detection