ANTON BECKERMAN
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Education	**CORNELL SC JOHNSON COLLEGE OF BUSINESS**	**Ithaca, NY**

Master of Business Administration, May 2016
Strategic Marketing Immersion; Business Analytics concentration; GMAT 700
President of the Israeli Business Club, led 87 students on academic trek to Israel managing a budget of $175K
VP of Marketing of the Johnson High-Tech Club

TECHNION - ISRAEL INSTITUTE OF TECHNOLOGY   **Israel**
B.Sc. of Industrial Engineering and Management, Information Systems Engineering, January 2012

Experience   **AUTODESK**   **San-Francisco, USA**
2015   *Marketing Operations Intern, Autodesk Consumer Group (ACG)*
- Designed data analysis software platform that enables a centralized analysis of user behavior using statistical tools and reduces KPI creation time from 3-5 hours to under 10 minutes
- Created marketing strategy for SketchBook app using clustering algorithms and statistical regression analysis of user behavior to predict subscription for the app based on past user behavior and demographics
- Extended the data science approach to support all tracked products in ACG. The method facilitates identification and tracking of behavioral metrics and execution of data driven marketing campaigns

2011-2014   **EBAY**   **Israel**
Data Integration Software Engineer, Structured Data Organization
Knowledge, Maintenance & Support Lead
Developed automated data migration platforms that support data analysis tools for eBay's 152.3M
active users, enrich online product catalogs, and improve product search capabilities
- Led development of a software toolset for mass catalog items creation. Software enabled cross-organizational creation of error-free catalog items, enabling daily creation of 5M new items
- Launched an automated migration tool for transitioning Shopping.com listings to eBay's catalog items, creating 1000 new eBay catalogs that list 40M+ items, producing additional $90M in sales
- Gathered requirements from external data vendors for Books (UK, AU) and Motors (US) catalogs. Analyzed 3rd party data to design tools that created and updated 1.3M catalog items

2007-2011   **INTEL**   **Israel**
Information Systems Developer, Business Intelligence Capabilities (BI)
Awarded 2010 IT Division Recognition - Highest award for exceptional team work and innovation
- Developed data analysis and visualization software to optimize processors' design and production; Software deployed in 11 global Intel development centers and resulted in more than $15M savings in operational costs
- Scaled storage mechanism of BI software to enable a 500% increase in data processing capability, reducing hardware expenditures by $50K and eliminating the weekly manual maintenance
- Wrote monitoring software to enable 99.99% BI software availability, enabling prediction and immediate notification of malfunction, saving $250K annual operating expenses

2003-2006   **ISRAEL DEFENSE FORCES – Elite Technology Unit**   **Israel**
Staff Sergeant (NATO OR-6), Information Security & Computer Networks Group
Classified unit with 4% acceptance rate, providing services for the IDF and the Israeli Intelligence Community

Skills
- Software & database development - Java, .Net, Oracle, MS SQL
- Data Analysis and Marketing Research using R, Python, SPSS
- **Languages**: English – fluent; Hebrew, Russian – native

Personal
- **Volunteering**: Consultant at Junior Achievement; Data Scientist at Israeli Department of Health; Founder and leader of a joint military and high-school technology education program
- Gamer, amateur dog trainer, and avid activist for shelter dogs welfare