

Z Hespelt

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Hi, I'm Z. I'm a highly skilled data professional with over a decade of experience in the field. My background in computer science and psychology, combined with my expertise in data analysis, has equipped me with the unique ability to not only collect and interpret data, but to also understand the human behaviors and motivations behind it.

Throughout my career, I've worked with a variety of industries, including finance/startup funding, B2B, B2C, and C2C marketplaces, gaming, construction, education, and technology, delivering insights that have driven business growth and informed decision-making. I excel at turning complex data sets into clear, actionable insights and have a proven track record of delivering results.

Experiences

Head of Data

Oct 2020 - Sep 2022 · 2 yrs
SeedLegals.com

SeedLegals is the largest platform for startup funding and legal in the UK, with £1+ billion in funding raised and 35k+ companies and investors on platform.

- Collaborated with C-level executives on big-picture projects (G-Suite, Slack)
- Worked internationally with stakeholders across the UK, Europe, APAC, and the Middle East
- Developed and executed company's data strategy and roadmap
- Hired, trained, and managed an international hybrid data team
- Built and administered company's data warehouse (AWS, Postgres)
- Engineered company's data infrastructure (Stitch, DBT, SQL, Python, Tableau, Metabase)
- Created high-dimensional behavioral data, improving sales & marketing effectiveness and product team understanding
- Advised startups on data-related product development and strategy

Sample of articles using my analyses:

- [Narrative Violation: Women led startups - you can get funding \(SpiceStartups.com\)](#)
- [Startup advisor shares: How much equity should you give your advisor? \(SeedLegals.com\)](#)
- [Startup equity: how much to give employees \(SeedLegals.com\)](#)

Business Analyst III

Apr 2018 - Apr 2020 · 2 yrs 1 mo
Rover.com

Rover is the world's largest network of 5-star pet sitters and dog walkers, with millions of completed bookings, hundreds of thousands of active service providers, and more data than you can shake a stick at.

- Supported Rover's Operations locally and internationally (CX, Booking Assurance, Trust & Safety, Data Science, Finance, London satellite data teams)
- Participated in hiring, training, and mentoring new data and business analysts
- Built analytical data structures, improving understanding of customers and actionable KPIs
- Researched disintermediation and implemented workflow that saved ~\$500k/yr and reduced negative customer experiences
- Engineered disaster-relief pipeline that improved response times and saved operational costs
- Authored data-literacy module of Rover's SQL 101 coursebook and co-taught the 5-week internal course

Senior Business Intelligence Analyst

Sep 2013 - Oct 2017 · 4 yrs 2 mo
Wizards of the Coast (Hasbro)

Wizards of the Coast—makers of Dungeons & Dragons, Magic: the Gathering, and a thousand other games—is a long-time titan in the card-game industry with decades' worth of data on player and customer behavior across video games, esports, retail business, and events.

- Developed player behavior models to predict impact of program changes on player growth, retention, and lifetime revenue
- Reduced printing and shipping inefficiencies by accurately predicting major event attendance and product utilization
- Co-built data warehouse and fraud detection algorithms for the Magic: Duels video game
- Headed company-wide rollout of Tableau Server, bringing real-time insights to stakeholders
- Designed and built an esports commentary pipeline, improving scope and cutting manual process time to under 72 hours
- Researched and built valuable models for the legal team, aiding in favorable court rulings for Wizards and Hasbro

Data Analyst & Systems Administrator

Aug 2009 - Dec 2010 · 1 yr 5 mo
Sound Transit

Sound Transit provides mass transit options to the Pacific NorthWest and—through their commitment to supporting small and disadvantaged businesses—are responsible for many millions of dollars going to female and minority-owned companies.

- Developed system to acquire, analyze, and track gender and race equality data from 500+ companies, ensuring compliance with local and federal laws
- Visited construction sites regularly to inspect workforce data
- Designed and built EEO reporting, resulting in the award of the Rosa Parks Award for outstanding commitment to equality, regionally and nationally, in 2011

Education

BS: CIS

2007 - 2010
Cleveland State University

Bachelor of Science: Computer Information Systems Graduated with high honors.

Programming languages studied: Java, Python, R, Perl, Prolog, C#, SQL, Lisp as well as heavy use of JSON, XML, RegEx, Yaml and Markdown

AS: PSY

1997 - 1999
Seattle Central College

Associate of Science: Psychology (Focus on abnormal psychology)

Certifications

Computing for Data Analysis (94th percentile)

Johns Hopkins University
Issued Oct 2012

Tableau Jedi

Tableau
Issued Aug 2017