

Z Hespelt

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Technical Skills

DATA ANALYSIS: SQL (Postgres, SQL Server), Scientific Python (Anaconda, SKLearn), Tableau, R, Splunk, Sisense and more.

Nearly a decade and a half of experience gaining insights from data, both big and small. Turning raw sources into informed decisions.

PROGRAMING LANGUAGES: Python, R, JavaScript

Software engineering experience with multiple languages, paradigms and design patterns.

OTHER SOFTWARE: SharePoint, Access, Outlook, Snowflake, AWS, GCP, and more.

I'm not only quick to learn new software, programming languages, architectures, or methodologies--I enjoy doing so.

Experience

HEAD OF DATA AND ANALYTICS: CCG Lab, Inc., Tustin, CA; FTE 8 mos

As Head of Data at CCG Lab, a small startup with a big IP (DC Comics), I had the pleasure of defining and executing on their data strategy from start to finish.

Given the size of the company, this was my first role in a while where I didn't have direct reports, which gave me time to focus on my data engineering and administrative skills.

- Responsible for: Designing, building, and administering CCG Lab's data pipeline, which consisted largely of Snowflake on GCP, Fivetran, DBT, and Preset.
- Managed data coming from MongoDB, Zoho Campaigns, Unity Analytics, various ad and social platforms, payment vendors, game distribution platforms (Steam, Epic, and direct from site), and Github to name a few.
- In addition to the above, I helped setup and administer marketing workflows and software.

HEAD OF DATA: SeedLegals, London, England; FTE 1 yr 8 mos

As Head of Data at SeedLegals, I've had the privilege of defining the data strategy at the UK's #1 lawtech company for startups.

When a company is experiencing such explosive growth, there are a lot of plans in motion, and a lot of opportunities for data to make a huge difference. In my time working here, I've de-siloed our data sources, built much of our data infrastructure, laid out our short and long-term data strategies, and put together a great team of skilled people to achieve those goals.

My team values: diversity, collaboration, personal growth, problem-solving, and critical thinking. With a fast-paced startup environment and a diverse array of stakeholders—from investors, founders and CEOs, to teams like Product, Marketing, CX, and Sales—we thrive on delivering actionable insights.

- Responsible for: Stakeholder management, prioritization, team management, hiring, integrations, research, SQL courses, and data: strategy, warehousing, reporting, security, and evangelism—as well as most other things data-related.
- Admin of: Stitch, PostgreSQL, Tableau, Metabase, Github, Hubspot, and a few others
- Other (not previously mentioned) tech: AWS, Google Analytics, Stripe, Quaderno, Python/Jupyter, GSuite, Intercom, Zapier

BUSINESS ANALYST III: A Place for Rover, Seattle WA; FTE 2 years

Principal analyst for Rover's Operations departments, serving Trust & Safety, Booking Assurance, Workforce Management, Customer Experience, and Legal. Built the data structures, reporting, BI best-practices, and documentation that drove decisions across Ops. Ran experiments and performed deep-dive analyses which resulted in substantial workflow changes and positive results in the way Rover fights phishing, handles disintermediation, and onboards new sitters.

- Principal analyst: Operations dept.
- SQL course teacher and coursebook co-author
- Python tutor
- Sisense/Periscope admin
- Data developer (AWS, Pipey, DBT, Git)

SENIOR DATA ANALYST: Wizards of the Coast (WotC), Renton WA; FTE 4 years

Lead analyst for Magic: The Gathering (WotC's Organized Play division) and Dungeons & Dragons. Developed player behavior models

to help business understand the impact of program changes, resulting in increased utilization of product (reducing printing and shipping inefficiencies). Developed the data warehouse used for Magic: Duels (first time WotC was able to analyze large amounts of data from this product line, leading it to be the most successful installment in the series). Headed Tableau Server company-wide rollout, bringing near-real-time insights to stakeholders. Built an esports commentary pipeline, helping WotC establish a modern esports presence for Magic. Conducted research and built models for the legal department, which aided in favorable outcomes for WotC.

- BI team lead, Organized Play SME
- Data warehouse project lead
- Tableau admin
- Principal analyst/researcher: Legal, R&D

DATA ANALYST: Clayton Kendrick, Inc. (Peppermints.com), Seattle, WA; contract - 6 months

Munged and analyzed vast amounts of company sales data from Amazon.com's Seller Central records. Developed models to find new high potential products and predict their future value. Coded a robust product lookup interface in R to make data exploration fast and easy for co-workers. Coded a product labeling GUI that greatly streamlined package labeling for shipping. Produced a map of product historical life-cycles, enabling more efficient shipping and ordering for future inventory. Developed a smart order report that tracks and predicts fluctuations in user demand and helps to keep the highest value items in stock at all times.

- Generated ordering reports.
- Solved new problems programmatically.
- Maintained data sources.
- Advised CEO on data-related issues.
- Researched and implemented new ways to make the company more data-driven.

DATA ANALYST, PROJECT COORDINATOR: Sound Transit Diversity Department, Seattle, WA; contract - 1 year

Independently developed and implemented a tracking system that collected and analyzed business and workforce data associated with gender and race equality from over 500 companies, while providing oversight of local and federal contracts. Tracked, reported on, and educated about equal opportunity employment (EEO) to comply with federal regulations for the release of over \$500 million in government grants to Sound Transit. Instrumental in the department's earning of the *Rosa Parks Award* for outstanding commitment to equality in 2011.

- Generated daily project reports, proposals and training materials.
- Presented projections and findings to departmental staff and other Sound Transit affiliates.
- Acted as agency representative to contractors and trade unions.
- Coordinated project launch and maintenance cycle with multiple agencies and contractors.
- Handled specific requests, maintenance and conflict mediation involving data tracking systems.
- Met regular deadlines for multi-million dollar contracts.
- Advised departmental staff of current contractor standings and contractual goals.
- Organized incoming data from multiple sources, including: government agencies, trade unions, and contractors.
- Generated budget analysis and workload forecasting.

Education and Certification

Bachelor of Science—Computer Information Systems, Minor Behavioral Science Statistics
Cleveland State University, Cleveland, OH, *cum laude*

Data Analysis with R Certification
Johns Hopkins University, Baltimore, MD

Volunteer Experience

ASSISTANT MULTIMEDIA and MATH TEACHER; Secondary Bilingual Orientation Center, Seattle, WA; 2 years

Instruct and assist in a public school for non-native English speakers. Primary focus on graphic design, audio/visual concepts and presentations using Adobe Creative Suite and Creative Commons material.

CHAPTER PRESIDENT: SSA, Cleveland, OH; 2 years

Headed the local affiliate chapter of the SSA in Cleveland with over a hundred members. Organized functions such as membership meetings, debates, multimedia presentations and guest speakers while overseeing coordination with affiliated organizations, advertising, budgeting, information distribution and paperwork processing to maintain 501(c) nonprofit standing.