

# ZACHARY KELLER

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zkeller.info

## EXPERIENCE

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### WorkStep

Columbus, Ohio Metro - Remote

*Director of Analytics*

*September 2024 – Present*

- Continued cross-functional partnerships to develop & release new AI/ML features
- Co-lead external data-feed development & deployment

*Head of Analytics*

*August 2022 – September 2024*

- Lead a team of analysts to support product and organizational verticals
- Headed modern-data-stack initiatives with using FiveTran, dbt, BigQuery, and Looker

*Senior Analyst*

*January 2020 – July 2022*

- Managed \$4M+ acquisition budget and increased publisher spend efficiency by 20%
- Partnered with executives, flagship clients, and internal stakeholders to develop and implement in-product analytic offerings
- Identified key gaps in profitability resulting in significant changes to billing model

### Berkshire Hathaway Homestate Companies

San Francisco, CA

*Strategic Analyst*

*February 2018 – January 2020*

- Lowered time-to-identify under-reserved claims using regularized regression models and historical claims data
- Created staffing forecasting tool to enable executive committee to employ actuarial models to make timely hiring decisions on an ongoing basis

### Domino's

Ann Arbor, MI

*Data Analyst*

*September 2017 – February 2018*

- Partnered with chat-bot vendor, designing ETL process to store and analyze customer phone records to monitor and improve novel, in-store order-placement tech
- Conducted and presented pre-post analysis using parsimonious statistical methods (Chi-Squared, T-tests) to build a use-case for proprietary team-member assistance tool

### University of Michigan

Ann Arbor, MI

*Graduate Student Mentor & Instructor*

*September 2015 – May 2017*

- Lead computer lab sections for Stats 250, Introduction to Statistics and Data Analysis
- Created interactive web applications using Shiny, a package for R, to simulate and explain class material<sup>1</sup>

*Graduate Student Researcher*

*July 2016 – January 2017*

- Modeled re-offense risk for traffic violators using 10GB, state-provided dataset to be used in an online judicial aid system in order to identify high-risk offenders

### CEB

San Francisco, CA

*Analyst*

*July 2012 – June 2015*

- Managed vendor survey operations: designed surveys, summarized result statistics, and implemented quality control on research surveys for samples of over 10,000 respondents

## EDUCATION

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### University of Michigan

Ann Arbor, MI

*M.S., Applied Statistics*

*September 2015 – May 2017*

### University of California at Berkeley

Berkeley, CA

*B.A., Cognitive Science*

*September 2007 – June 2011*

## SKILLS

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R, Python, SQL, Looker, dbt, git, Spreadsheets

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<sup>1</sup><https://shiny.stat.lsa.umich.edu>