

## PROFESSIONAL SUMMARY

*Vision-driven candidate with exemplary record of data science and analytics leadership*

Data-driven analytics leader with 7+ years of experience applying advanced data science and marketing analytics to solve business-critical problems. Skilled at transforming complex datasets into clear strategies that drive growth, retention, and customer insights. Proven record of increasing client acquisition (5% YoY growth using credit bureau datasets—the first in 8 years) and retention (0.7% YoY lift through promo and lifecycle strategy). Equally adept at building solutions hands-on (Python, SQL, ML models) and guiding cross-functional teams to measurable impact.

### CORE COMPETENCIES

- Customer Acquisition & Retention Analytics
- Marketing Strategy & Campaign Optimization
- Cross-Functional Leadership & Stakeholder Management
- Predictive Modeling (CLV, Churn, NLP, ML)
- Experimentation & A/B Testing
- Data Visualization & Storytelling (Power BI, Tableau)
- CRM & Digital Marketing Analytics

## PROFESSIONAL EXPERIENCE

JACKSON HEWITT TAX SERVICES, JERSEY CITY, NJ, NOVEMBER 2020 – PRESENT

**SR. ANALYTICS MANAGER, MARKETING ANALYTICS**, JUNE 2025 - PRESENT

**ANALYTICS MANAGER, MARKETING ANALYTICS**, November 2022 – JUNE 2025

**ANALYTICS MANAGER, DATA SCIENCE**, December 2021 – November 2022

**SR. BUSINESS ANALYST, DATA SCIENCE**, November 2020 – December 2021

- **Led retention and promo strategy** that increased YoY client retention by **0.7%**, reversing multi-year declines.
- **Developed prospecting audiences** using credit bureau datasets, driving **5% new client growth**—the first YoY gain in 8 years.
- **Built and deployed CLV & churn models** (CatBoost, Python, SQL) saving the organization **\$3M+** through optimized customer targeting.
- **Designed CRM execution framework** across Eloqua and Twilio, managing end-to-end campaign activations and performance tracking.
- **Created nationwide KPI dashboards in Power BI** for 5,000+ offices, enabling real-time decision-making at both local and executive levels.
- **Implemented customer segmentation via factor analysis**, shaping national marketing strategy and channel mix.
- **Launched competitor pricing web scraper (Python)** that boosted new client acquisition by **5%** through dynamic pricing strategy.
- **Optimized marketing campaign performance by 15% in six months**, through A/B testing, targeting refinements, and performance analytics.

DELOITTE & TOUCHE LLP, NEW YORK, NY, FEBRUARY 2019 – SEPTEMBER 2020

**DATA ANALYST / OPERATIONS & RISK ANALYTICS CONSULTANT**

- Developed an **NLP model** to extract attributes from operations frameworks, reducing manual workload by **25%**.
- Led **data acquisition/mining for Fortune 500 clients**, improving vendor compliance assessments.
- Partnered with Fortune 50 regulatory teams to **streamline high-risk compliance reporting**.

REGENERON PHARMACEUTICALS, TARRYTOWN, NY, JUNE 2018 – DECEMBER 2018

**HEALTHCARE DATA ANALYTICS INTERN**

- Supported migration of legacy systems to **AWS RedShift**, enabling scalable data access.
- Executed **ETL pipelines** to clean and transfer health data across systems.
- Presented project updates directly to the CIO.

**EDUCATION**

**CONTINUED EDUCATION – MACHINE LEARNING FOR BUSINESS** – STANFORD UNIVERSITY, STANFORD, CA

**MASTER OF ENGINEERING IN ENGINEERING MANAGEMENT (DATA SCIENCE CONCENTRATION)** – STEVENS INSTITUTE OF TECHNOLOGY, HOBOKEN, NJ

**MBA IN MARKETING, BUSINESS INTELLIGENCE & TECHNOLOGY MANAGEMENT** – NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES, MUMBAI, INDIA

**CERTIFICATIONS**

- AWS CERTIFIED CLOUD PRACTITIONER, 2024
- DATA ANALYST NANODEGREE, UDACITY, 2020
- DATA SCIENCE CERTIFICATION, DATA INCUBATOR, 2020
- *IN PROGRESS: AWS SOLUTIONS ARCHITECT ASSOCIATE*

**TECHNICAL PROFICIENCIES**

**Programming & Data Science:** Python, SQL, R, SAS, Scikit-learn, Pandas, NLP, Machine Learning, Statistical Modeling, A/B Testing

**Business Intelligence & Visualization:** Power BI, Tableau, Excel (Advanced), QlikSense

**Cloud & Data Platforms:** AWS (Cloud Practitioner, Solutions Architect in progress), Redshift, ETL Pipelines

**Marketing & CRM Tools:** Eloqua, Twilio, Digital Analytics, Segmentation, Campaign Optimization

**Other Tools:** Jira, Confluence, Git, Microsoft Office Suite