

# Marlon Merjos

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## Professional Summary

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Data analytics leader with 8+ years of experience turning complex datasets into strategic insights for high-growth technology companies. Expert in Python, SQL, and machine learning, with a proven record of building predictive models, scalable data infrastructure, and self-serve BI tools. Adept at bridging technical execution and business strategy to drive revenue growth and operational efficiency.

## Technical Skills

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- **Languages & Scripting:** Python (Expert), SQL (Expert), UNIX (Proficient), JavaScript (Competent), R & Ruby (Familiar)
- **Python Libraries & Frameworks:** Pandas (Expert); NumPy, SciKit-Learn, SciPy, XGBoost, Matplotlib, Seaborn, FastAPI, NLTK (Proficient)
- **Machine Learning & Analytics:** Predictive modeling, segmentation, A/B testing, feature engineering, and statistical inference
- **Data Visualization & BI Tools:** Looker, Tableau, Sigma, Mode (Proficient); Excel & Google Sheets for advanced analytics
- **DevOps & Infrastructure:** dbt, Airflow, Docker (Proficient); AWS (Familiar)
- **APIs & Web Services:** RESTful API design, integration, and service-oriented architecture
- **Large Language Models (LLMs):** Prompt engineering, structured output design, and applied AI workflows
- **Software Development & Collaboration:** Agile methodology, Git version control, and cross-functional analytics enablement

## Experience

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### EvolutionIQ – Client Strategy & Advanced Analytics

July 2024 - Present | New York, NY

- Lead strategy and analytics for Long-Term Disability (LTD) products implemented across eight major insurers in the US and Canada, driving over \$30M in contracted revenue.
- Defined the core value metric for EvolutionIQ's LTD product and conducted pre/post ROI analyses, quantifying reductions in claim duration and financial savings.
- Built a Python-based analysis framework to estimate remaining claim durations from historical termination rates, enabling scalable impact measurement across clients.
- Developed a claim matching and benchmarking tool (KNN, Python) to identify comparable claim cohorts and provide evidence of product-driven performance improvements.
- Designed a configurable pipeline system to scale analytical workflows across clients, allowing parameterized analyses and faster turnaround for impact studies.
- Wrote dbt models and macros for the Short-Term Disability (STD) product, collaborating with analytics engineering to define core transformations and data structures during the initial rollout.
- Advised executive-level stakeholders through industry benchmarking and strategic analyses, informing process improvements that increased return-to-work (RTW) outcomes.

### Attentive – Revenue Analytics Manager: Go-To-Market Team

August 2022 - July 2024 | New York, NY

- Analyzed datasets exceeding 1B rows using advanced SQL and Looker, democratizing access to insights and enabling faster, data-driven decisions across GTM teams.
- Built a customer segmentation model (Python, sklearn, SQL), achieving 90% accuracy in predicting service tiers based on early account behavior.
- Developed an ad spend projection model (Python, SciPy, Power Law) capturing performance degradation at scale, improving ROI forecasting and budget optimization.
- Implemented a real-time pacing model for revenue monitoring, delivering instantaneous insights and reducing forecast lag by >90%.
- Founded the client analytics function, delivering tailored analyses and dashboards that enhanced enterprise campaign performance and retention.

## **DoorDash – Senior Business Analyst: Enterprise Analytics**

May 2021 - August 2022 | New York, NY

- Partnered with enterprise stakeholders to analyze merchant performance using SQL and Python, uncovering drivers that directly boosted merchant sales.
- Designed a location optimization tool (Python, SQL) evaluating consumer behavior, competition, and order density to identify high-revenue restaurant sites.
- Automated dashboard deprecation tracking via Python, saving 40+ analyst hours monthly and streamlining analytics maintenance.
- Created self-serve reporting tools (Sigma, Tableau) to reduce dependency on ad hoc analysis and improve operational efficiency.

## **Criteo – Data Analyst: Retail Media**

November 2020 - May 2021 | New York, NY

- Conducted ad hoc retailer performance analyses using SQL and Python, translating data into actionable insights for internal and client teams.
- Built automation scripts to scale recurring reporting, improving accuracy and reducing manual workload.
- Developed a Python library to standardize retailer reporting and automate SFTP delivery, saving 20+ hours per month.

## **Known – Senior Data Analyst: Media Activation**

November 2019 - November 2020 | New York, NY

- Managed digital campaigns for Fortune 500 clients, achieving 5× average ROAS through data-driven targeting and performance optimization.
- Automated data ingestion using Airflow and ad platform APIs (Facebook, Google Ads), improving accuracy and scalability of reporting pipelines.
- Designed a mid-funnel optimization strategy that increased low-volume conversions by 2.3× and reduced cost-per-conversion by 56% over three months.

## **Known – QA Engineer**

February 2018 - November 2019 | New York, NY

- Built QA testing infrastructure (Airflow, Pytest, Pandas) for an ad management platform serving Fortune 500 clients, ensuring end-to-end data accuracy across ETL pipelines.
- Developed automated data validation processes, improving accuracy and reducing runtime errors by 26% through expanded test coverage.
- Collaborated with data science and product teams to align QA protocols with model outputs and data workflows.

## **Education**

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### **Flatiron School — Web Development Certificate (Ruby on Rails / JavaScript)**

November 2017 | New York, NY

### **New York University, Leonard N. Stern School of Business — B.Sc. in Finance and Data Science**

June 2017 | New York, NY