

KARLA SANTOS

Analytics Manager

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📍 Brooklyn, NY

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WORK EXPERIENCE

Analytics Manager

Betterment

📅 February 2018 - current 📍 New York NY

- Lead a team of 2 data analysts and 1 data engineer in developing marketing mix models that have led to an ROI improvement of 25% on digital marketing spend over the last six months
- Built out a real-time reporting infrastructure that standardized metrics across the company and saved 200 monthly hours of manual reporting
- Worked with the product and marketing teams to identify which customer interactions during their free trial maximize the likelihood of conversions resulting in a conversion rate increase of 14%

Senior Data Analyst

Stripe

📅 January 2015 - February 2018 📍 New York NY

- Built a customer attrition random forest model that improved monthly retention by 10 basis points for customers who were likely to attrit by servicing relevant product features for them
- Worked closely with the product team to build a production recommendation engine in Python that improves the average time on page for users and resulted in \$325k in incremental annual revenue

Data Analyst

HavenLife

📅 April 2012 - April 2013 📍 Washington DC

- Identified procedural areas of improvement through customer data to help improve the profitability of a nationwide retention program by 7%
- Using various clustering techniques in Python, identified groups of states where our national underwriting models were underperforming and made improvements to increase their profitability by 5%
- Using Python, SQL, and Excel I developed and owned the reporting for a nationwide retention program, saving ~100 hours of labor each month

CAREER OBJECTIVE

Analytics manager with a background in driving \$2M in incremental revenue through proactive identification of product and marketing improvements. Looking to continue to lead a team of analysts in financial technology.

SKILLS

SQL (Redshift, MySQL, Postgres, NoSQL)

Git

Python (NumPy, Pandas, Scikit-learn, Keras, Flask)

Leadership Experience

Customer Segmentation

EDUCATION

B.S.

Mathematics and Economics

Rutgers University

📅 September 2008 - April 2012

📍 New Brunswick, NJ