

Analytics-first product lead / engineer with **8+ years of experience** building **trusted metrics, canonical datasets, experimentation frameworks, and self-serve analytics** for product, revenue, and operations teams. Deep background partnering with Product, Engineering, and GTM teams to translate ambiguous business problems into scalable data models, dashboards, and decision systems.

EXPERIENCE

DoubleVerify, New York

Principal Product Analyst, Data & Strategy

Mar '25 – Present

- Own product analytics strategy for core products, partnering with Product and Engineering leaders for roadmap planning
- Defined data models and metric layers that served as the source of truth for downstream dashboards and analyses
- Lead complex analyses and experimentation efforts to evaluate high-stakes product changes, trade-offs, and long-term performance implications

Senior Product Analyst, Advertiser Analytics

Aug '22 – Mar '25

- Built and maintained analytics pipelines and transformed datasets to support product metrics, experimentation, and reporting
- Designed analytics models combining sales, customer, and behavioral datasets to support strategic product & GTM decisions

KYTE, San Francisco

Senior Product Analyst

Jan '22 – Jun '22

- Built a metrics catalog from scratch, standardizing KPI definitions, ownership, and computation logic across Product and GTM teams
- Supported product launches by validating data pipelines, ensuring metric accuracy, and surfacing early-stage insights

TRIPADVISOR, Boston

Senior Analyst, Global Sales Systems & Solutions

Oct '19 – May '20

- Collaborated on JIRA agile with international product teams to track and update tickets for improving internal systems
- Designed interactive dashboards and visualizations of customer behavior data, competitor analysis statistics using Tableau
- Spearheaded CTI initiative for Global Sales Team of 400+, in times of COVID-19 to successfully take payments remotely

DIGITAL LUMENS, Boston

Business Analyst

Sept '18 – Sept '19

- Owned SFDC Admin tools to design custom fields, page layouts, processes, workflows, validation rules for Sales Efficiency
- Led the Product Team to design Lightning Partner Community for information delivery and selective access to regional data
- Implemented Einstein Analytics to improve Salesforce User Adoption and impart Sales/Management with actionable data

HEAR.COM, Miami

Sales Operations Analyst

Sept '16 – Sept '18

- Built pricing and performance analytics models across regions using income and demographic data.
- Designed and deployed A/B split and multivariate tests for lead reachability best practices and improved conversion rates
- Extracted data from Salesforce, performed scrubbing, conversion and reporting with Workbench using SOQL queries

EDUCATION

NORTHEASTERN UNIVERSITY, BOSTON

May 2016

Master of Science, Engineering Management

GPA: 3.7/4.0

SKILLS

Data Stack: SQL, Python, Snowflake, BigQuery, AWS, GCP, Salesforce, Terraform, Databricks, Apache Iceberg, ETL / ELT, Data Modeling, Data Governance, Schema Design, Data Validation, Salesforce, Version Control & CI/CD

Tools: Looker, Tableau, Power BI, Retool, Git, dbt, Airflow, Cube.dev, Atlan, Grafana, Jira, Jellyfish, Cursor