



# Evgeny Pogorelov

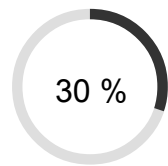
Los Angeles, CA

[www.evgenypogorelov.com](http://www.evgenypogorelov.com)

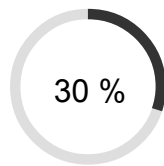
## Profile

A talented analyst and data scientist with extensive experience building, managing, and leveraging database systems and machine learning platforms in support of business strategy at scale. Broad experiences in finance, marketing, and technology roles contribute to a unique and diverse skill set that can launch a business and scale it profitably.

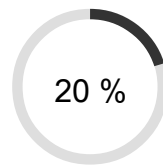
## Daily Activities



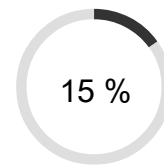
Writing Code



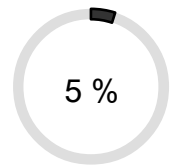
Analysis & Strategy



Communication



Management



Continuous Education

## Work Experience

### **Director of Decision Science** **01/2017 – present** Marlette Funding, LLC, Los Angeles, CA

- Leads Machine Learning (ML) team developing advanced models at scale using scikit-learn packages with supervised and unsupervised techniques (e.g., K-means, Random Forest, XgBoost)
- ML platform oversight, deployment of models, and continuous operational improvement
- Designed CustomerView360 system in collaboration with the Technology team, enabling interrogation of historical customer data in a real-time decision environment
- Built and maintains Directed Acyclic Graph in Neo4J aimed at fraud mitigation
- Sources and manages new orthogonal data vendors to introduce new predictors to existing models and drive new business strategies
- Designed and deployed BISG model design to ensure compliance with Fair Lending regulations
- Created recession probability model to prepare the company for macroeconomic shifts using St. Louis Fed API and other macroeconomic datasets
- Developed Net Disposable Income estimator model, improving offer strategy and offer accept rates

### **Instructional Associate – Machine Learning / Data Science** **03/2019 – present** General Assembly, New York City, NY

- Recommended to IA role by former instructor for 10-week Remote Machine Learning course
- Responsible for 1:1 student coaching, running groups, grading and feedback

### **Director of Marketing Technology** **01/2016 – 12/2017** Marlette Funding, LLC, Wilmington, DE

- Designed and helped deploy internal Campaign Management system including database schema design, ETL jobs, and data hooks into existing business processes
- Updated marketing tech stack to improve analytics coverage, site speed, and customer UX
- Led effort to convert email platform from Mailchimp to Salesforce Marketing Cloud
- Integration and oversight of KISSMetrics, GA, Tealium, and new ETL pipelines
- Developed analytics to furnish marketing and credit teams with actionable data

### **Manager of Marketing Analytics** **06/2014 – 12/2015** Marlette Funding, LLC, Wilmington, DE

- Leveraged KISSMetrics to create A/B testing framework for the company
- Conducted A/B testing and reported results on landing pages and in application funnel
- Increased conversion rates and isolated UX issues to improve customer experience
- Built analytics and reporting for Telemarketing, Paid Search, Retargeting, Email, and Display channels
- Developed and optimized selection exercises for Direct Mail campaigns, using Experian Prospect Navigator

## Work Experience

### Consultant - Technology

12/2014 – 05/2015

Marlette Funding, LLC, Wilmington, DE

- Designed and deployed core operational databases, including schema and ETL design, helping to launch the consumer website and backend application processing systems
- Microsoft SQL Server DDL development and data integrations with servicing platform and bank partners
- Set up initial web analytics tools and generated reporting packages for executives
- Launched initial marketing analytics systems and introduced reporting automation
- Provided business strategy support for Direct Mail, Email, and SEM channels
- Managed a team of remote developers

### Manager of Financial Analytics

09/2011 – 09/2013

NRG, Inc. (formerly Energy Plus Holdings, LLC), Philadelphia, PA

A U.S. based energy retailer and marketer in the deregulated electricity and natural gas space. Energy Plus supplied electricity to over 200,000 customers across 8 states. The firm was acquired by the NRG corporation after 4 successful years as an energy startup.

- Built Account Level Costing (ALC) system to optimize pricing strategy and maximize profitability
- Maintained accuracy and resilience of financial data, enabling daily business functions
- Proposed and deployed pricing strategies with a +\$2M projected impact in 2012
- Generated and presented core reporting packages to company leadership

### Founder and CEO

03/2011 – 05/2013

Fit of Passion, LLC, Philadelphia, PA

- Founded company to improve the online apparel shopping experience and reduce the cost of returns for retailers
- Built recommender system and related infrastructure to support the website, financial backend, and marketing strategy
- Pitched investors and sought angel funding to expand venture

### Financial Analyst

04/2009 – 08/2011

Energy Plus Holdings, LLC, Philadelphia, PA

### Bachelor of Science in Finance and International Business

09/2006 – 06/2010

Drexel University, Philadelphia, PA

### Master of Business Administration in Entrepreneurship

07/2010 – 07/2011

Drexel University, Philadelphia, PA

### Machine Learning A-Z: Hands-On Python & R In Data Science

07/2017 – 10/2017

Udemy, Philadelphia, PA

### Data Science - Python Machine Learning

10/2018 – 01/2019

General Assembly, Los Angeles, CA

## Education

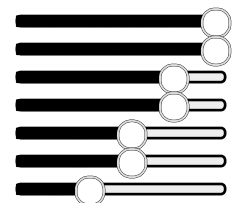
## Skills & Activities

### Abilities

Predictive Analytics  
Machine Learning  
Reporting & Automation  
Software Development  
A/B Testing  
Database Development  
ETL Operations  
Project Management

### Software

SQL Server  
Excel  
Python  
PowerBI  
Scikit-learn  
Matplotlib & Seaborn  
Neo4j / Cypher



### Languages

English Native  
Russian Native

### Interests

Rock Climbing  
Hiking / Mountaineering  
Blockchain and Distributed Ledger Technology