

Daniel Demoray

<https://www.linkedin.com/in/danieldemoray> | [ddemoray.github.io](https://github.com/ddemoray) | (917) 580 - 1147 | ddemoray@gmail.com

SUMMARY

- 2+ years of hands on data analysis, marketing and management experience.
- Bachelor of Arts, Business Economics
- Proficient in SQL, Excel, Looker and Tableau. Familiar with Google Analytics, Python (numpy, pandas, sci-kit learn, matplotlib).
- Self-starter with a passion for analytical problem solving. Excels in communicating business insights to technical, operational and executive stakeholders.
- Detail-oriented with excellent project management and prioritization skills.

PROJECTS

Revenue Forecast - Business Operations Analysis & Forecasting

- Created revenue forecast dashboard now used Globally by all 15 General Assembly Campuses.
- Forecasted revenue for 13 long-form education products. This involved securing data sets from multiple sources (comprised of remote Looker, SQL and Salesforce Databases) and exporting required data to Excel.
- Partnered with Business Intelligence team to validate data. Used Excel to clean and join data to provide KPI performance and build an executive dashboard.

Campus Marketing: Newsletter & Website - Digital Acquisition & Analysis

- Increased subscribers 40% YOY through email acquisition by establishing and measuring Campus Marketing KPIs.
- Activated GA NY audience 49% in FY 2016 through analyzing and adjusting content to lifetime value (LTV) for top and mid funnel marketing events for General Assembly Campus.
- Collaborated with partners to create an engaging event campaign schedule to market to General Assembly's community over email.
- Created dashboards to measure success via event level KPIs including: website traffic sources, impressions, subscriber activation, new-to-file emails, lifetime value and cost per acquisition.

ANALYTICS EXPERIENCE

General Assembly

11/2016–Current

Data Science Fellow

- Conducted analysis of New York City's 311 Data (>8MM rows) to build a model that predicts the length of time it takes to resolve resident complaints.
- Hosted data in a SQL database, cleaned data using Python, created visualizations using Matplotlib and Tableau.
- Modeled data using Random Forest Classification to accurately predict resolution time to be shared with residents and public policy influencers.

General Assembly

1/2016–11/2016

Marketing Manager

- Created data-driven 2016 local marketing growth strategy mapped to campus revenue forecast.
- Increased email subscriber list by 10,000 emails, 40% YOY. Increased community activation by 49% in FY2016.
- Managed all daily, monthly, and quarterly performance improvement and reporting for marketing impact at GA NYC, General Assembly's largest campus (approx. 2016 revenue >\$20MM)
- Communicated all successful tactics to Global stakeholders; responsible for cross-team implementation with Global Product team.
- Reported marketing and operational performance to NYC Senior Regional Director and C-suite.

General Assembly

02/2015–12/2015

Education Programs Producer

- Maintained high quality student experience at scale, increased survey participation by 20% while consistently achieving customer net promoter scores of 50 +.
- Directly managed performance of over 80 Engineering Instructors.
- Held cross-functional teams accountable to campus success metrics, including Product, Marketing and Senior Leadership.
- Sourced and hired top industry talent from companies including NYTimes, WSJ, Venmo and Amazon.

Volchok Consulting

10/2012–01/2015

Manager

- Managed service queue – responsible for triaging, managing service inventory and delegating repairs.
- Trained customer-facing personnel and maintain an extensive knowledge base for their reference.
- Engaged customers and prospect new business relationships, fostered existing B2B relationships.

EDUCATION

University of California, Irvine

- Bachelor of Arts, Business Economics
- Bachelor of Arts, Spanish Language