

# Evan Appel

## [Analytics Engineer](#)

Las Vegas, NV

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Analytics engineer who productionizes ad-hoc analyst code — modular, tested, version-controlled, deployed. Currently lead a 30-project SAS-to-Python migration into Snowflake on the marketing analytics team's first GitLab CI/CD pipeline.

### EXPERIENCE

#### Marketing Analyst

Feb 2023 – Present

##### [Credit One Bank · Las Vegas, NV](#)

Formal lead on a 30-project, ~25,000-line SAS-to-Python migration into the bank's Snowflake EDP, directing six teammates ahead of an enterprise SAS contract sunset.

Designed the standardized package structure (run / tests / requirements / env config / logging) and a cached-fixture validation strategy comparing Python output to legacy SAS without a live DB.

Built the marketing analytics team's first GitLab CI/CD pipeline — branching, pytest gates, and code review where none existed before.

Designed a two-phase workflow: preserve correctness on existing shape (Priority 1), then push computation into Snowflake to avoid wire transfer (Priority 2).

Authored a 5,000-line internal manual on git, validation, and query optimization; adopted by analysts across the bank.

#### Data Analyst

Jan 2021 – Dec 2022

##### [Coin Cloud · Las Vegas, NV](#)

Owned the weekly cash-pickup routing model for the ATM fleet — pipeline from per-ATM telemetry to scheduled agent routes.

Built SQL and Python analyses on Redshift feeding Tableau dashboards; mentored junior analysts.

#### Data Analyst, Engineering

Dec 2019 – 2021

##### [Precision Opinion · Las Vegas, NV](#)

Owned PM and requirements gathering for a Kotlin-based timekeeping build — translated business needs into testable engineering specs.

Wrote SQL for call-center management; mentored analysts on the team.

#### Data Scientist

May 2012 – Oct 2019

##### [Forms Direct](#)

Joined the engineering team as in-house data analyst; built SQL and Python analyses in Mode Analytics.

Self-directed transition from content writing to analytics over seven years (final title: Data Scientist).

### SKILLS

#### MODELING

SQL (Snowflake)

Dimensional Modeling

dbt (conceptual) Snowpark

#### PIPELINES

Python (Polars, pandas)

ELT Design Validation Testing

Cached Fixtures

#### ENGINEERING

Git / GitLab GitLab CI/CD

pytest Code Review

#### PLATFORM

Snowflake Tableau

AWS / Redshift Oracle

### SELECTED STRENGTHS

Refining raw analyst code into deployable software

Designing validation strategies that gate merges

Snowflake + dbt-style modular modeling

### EDUCATION

#### B.A., Journalism

[University of Nevada, Las Vegas](#)

Minor in Sociology

2007 – 2012

### CERTIFICATIONS

Snowflake Hands-On Essentials — Data Warehousing

Snowflake Hands-On Essentials — Data Lake

Codecademy Data Engineer path — in progress (2026)