

EVAN APPEL

Senior Data Analyst · BI Engineer

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SUMMARY

Senior data / BI analyst with 10+ years turning data into decisions — including 3+ years embedded in marketing analytics at a financial-services company. Strong SQL, Snowflake, and Tableau, paired with uncommon engineering rigor (CI/CD, validation testing) and agent-assisted analytics as a multiplier. Recognized Python & Git authority for a 100-analyst organization.

SKILLS

Analytics & SQL: SQL (Snowflake — CTEs, window functions, complex joins, optimization), exploratory analysis, KPI/metric design, stakeholder partnership

BI & visualization: Tableau (dashboards), Power BI, dimensional / reporting modeling

Data & platforms: Snowflake, Redshift / AWS, Oracle; Python (Polars, pandas) for analysis & automation

Engineering hygiene: Git / GitLab, GitLab CI/CD, pytest validation — software discipline applied to analytics

Domain: marketing analytics, consumer credit / financial services, call-center operations

AI-assisted: Claude Code & agentic tools for faster exploration and reporting

EXPERIENCE

Marketing Analyst — Credit One Bank

Las Vegas, NV · Feb 2023 – Present

Project lead, analytics modernization · Python & Git authority for a 100-analyst organization

- Partner with marketing stakeholders to deliver analyses and reporting; lead a 30-project modernization of the marketing analytics codebase (SAS→Python on Snowflake), directing six analysts.
- Brought software rigor to analytics: built the team's first CI/CD pipeline and a pytest validation framework comparing new output against trusted legacy results.
- Recognized Python & Git authority for a 100-analyst org; run weekly Python workshops (since Aug 2024, 4–20 attendees) and authored a 5,000-line internal manual adopted org-wide.
- Led a three-person team to 3rd place (bank-wide, C-suite-judged) in the AI Hackathon with a tool that turned hundreds of PDFs into infographics, dashboards, and decks — compressing a multi-week process into ~1 hour.
- Built the Brand Team ETL feeding a Tableau dashboard from multiple third-party datasets.

Data Analyst — Coin Cloud

Las Vegas, NV · Jan 2021 – Dec 2022

- Owned weekly cash-pickup route design for a cryptocurrency-ATM fleet from per-ATM fill data — direct financial and operational stakes.
- Acting backup manager; mentored analysts. SQL / Python / Tableau / Redshift.

Data Analyst, Engineering Dept. — Precision Opinion

Las Vegas, NV · Dec 2019 – 2021

- SQL reporting for call-center management; PM and requirements gathering for a bespoke timekeeping software build.

Data Analyst → Data Scientist — Forms Direct

May 2012 – Oct 2019

- Grew from marketing content writer to in-house data analyst (SQL, Python, Excel, Mode Analytics) over 7+ years; managed a small remote team.

EDUCATION & CERTIFICATIONS

University of Nevada, Las Vegas — B.A. Journalism, minor Sociology (2007–2012)

Certifications: Snowflake Hands-On Essentials — Data Warehousing & Data Lake · PyCon US 2026 · Codecademy Data Engineer path (in progress, 2026)