

Evan Appel

Senior Data Analyst

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Senior data analyst embedded in marketing analytics at a financial-services company. Deep SQL and Python fluency, a decade of stakeholder partnership, and a track record of raising the analytical level of every team I join.

EXPERIENCE

Marketing Analyst

Feb 2023 – Present

Credit One Bank · Las Vegas, NV

Project lead on a 30-project, ~25,000-line SAS-to-Python migration of the marketing analytics codebase into the bank's Snowflake EDP, directing six teammates.

Recognized Python and Git/GitLab authority for the bank's business analyst organization; run weekly Python workshops (4–10 regulars, occasional 20) since August 2024.

Wrote a 5,000-line internal methodology manual — git workflow, validation testing, Polars + Snowflake query optimization — adopted by analysts across the bank.

Partner with marketing stakeholders to translate ambiguous campaign questions into Tableau dashboards built on a third-party-data brand-team ETL.

Data Analyst

Jan 2021 – Dec 2022

Coin Cloud · Las Vegas, NV

Owned weekly cash-pickup route design for the cryptocurrency ATM fleet — applied analytics with direct operational and revenue impact.

Served as acting backup manager when the department head was out; mentored junior analysts on SQL, Python, and analytical thinking.

Data Analyst, Engineering

Dec 2019 – 2021

Precision Opinion · Las Vegas, NV

Wrote SQL throughout tenure for call-center management; owned PM and requirements gathering for a bespoke Kotlin-based timekeeping build.

Mentored analysts on the team in SQL and analytical methodology.

Data Scientist

May 2012 – Oct 2019

Forms Direct

Self-directed transition from marketing content writer to in-house data analyst on the engineering team — learned Excel, SQL, Python, and Mode Analytics on the job.

Managed a small remote team of four content writers prior to the analyst transition.

SKILLS

LANGUAGES

SQL (Snowflake)

Python (Polars, pandas)

SAS (read & translate)

ANALYTICS

Marketing Analytics

Campaign Measurement

Segmentation Dashboarding

WORKFLOW

Stakeholder Partnership

Requirements Gathering

Mentorship Documentation

TOOLS

Tableau Snowflake Jupyter

Git / GitLab

SELECTED STRENGTHS

Translating ambiguous business questions into testable analyses

Marketing analytics inside a financial-services context

Mentorship that raises the team's analytical level

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)