Vincent DiRenzo

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EXPERIENCE

████████████ - Data Analytics Engineer   **2022 - Present**
- Created and maintained data warehouses in the public cloud, optimizing for performance and scalability in client analytics applications.
- Designed self-serve dashboards, automating key business metrics and guiding stakeholders in data analysis and interpretation.
- Transformed complex data into actionable insights and communicated findings to non-technical audiences to inform decision-making.
- Advised clients in creating long-term data strategies focused on metric development, semantic layer usage, and data governance.

██████ - Data Engineer   **2022 - 2022**
- Managed the aggregate media data infrastructure for Omni, an analytics platform used by 1500+ OMG agencies worldwide.
- Transformed data ingestion method from a disorganized data swamp to a performant data lake with logical schema and lifecycle rules.
- Worked with DSPs to maintain API access and preempt schema updates. Implemented code changes to ensure data consistency.
- Created ETL pipelines on AWS using Airflow, PySpark, S3, and Athena for 8 distinct data sources that ingested 1 million+/records daily.

████ - Data Engineering Consultant   **2021 - 2022**
- Built and maintained data infrastructure on public cloud platforms for 10+ clients, serving as the primary contact for ongoing support.
- Refactored existing Airflow codebases from version 1 to 2. Implemented code optimizations resulting in a >40% reduction in runtime.
- Engineered ETL pipelines to extract data from APIs with Python, transform data using PySpark, and load to data warehouse solution.
- Developed data warehouse models using star schema. Built dimensional data marts to make key metrics accessible to client teams.

████████ - Developer Relations Engineer, API   **2020 - 2021**
- Managed relationships with Enterprise tier customers using Brandwatch APIs. Provided enablement demos using Postman and Python.
- Maintained communication with upstream data providers, monitoring changes and adjusting API endpoints for continued integration.
- Liaised between end users and the Product and Engineering teams to solicit feedback, improve roadmap, and beta test new features.
- Recorded enablement for Sales teams, developed collateral with Marketing, and reported revenue and adoption metrics to leadership.

██████ - Team Lead, Public Opinion Research   **2019 - 2020**
- Founded the Public Opinion Research team, expanded it to 3 analysts, and secured early clients for the 2020 Presidential Election.
- Fostered client relationships with presidential campaigns, leading to $320,000 in annual revenue for platform use and services.
- Worked with the Engineering team to build a solution for processing user input on platform and training sentiment analysis model.
- Led Research team in production and presentation of data analyses and visualizations to fulfill client professional services agreements.

████████ - Customer Engineer   **2016 - 2019**
- Managed 100+ clients and $1.5M annual run rate as a Google Cloud services expert, enhancing client engagement and satisfaction.
- Collaborated with client engineering teams to design and prototype analytics and machine learning solutions on Google Cloud.
- Led product briefings, and partnered with Product Management to prioritize solutions impacting customer adoption to Google Cloud.
- Provided guidance to clients on change management strategies, enterprise architectures, platforms and application infrastructure.

██████ - Marketing Data Analyst   **2015 - 2016**
- Utilized Python and SQL for in-depth analysis of platform traffic and marketing data, pinpointing high-ROI channels and campaigns.
- Partnered with Engineering to construct an ETL pipeline and data warehouse schema, establishing efficient data marts for analysis.
- Designed and maintained PowerBI dashboards, presenting sales, marketing, and traffic data to senior leadership for strategic use.
- Contributed to Politico EU expansion proposal, delivering analysis and visualizations to support investment decisions to ownership.

████████████████████ - OSINT Analyst, Middle East   **2014 - 2015**
- Developed OSINT tools with Python, leveraging social media APIs and PostgreSQL to gather targeted data on regional topics of interest.
- Collaborated with senior staff members to prepare analysis of collected data. Wrote daily summaries for consumption by lawmakers.
- Engaged with DOD, Intelligence, and State Dept. officials in high-level discussions on social media's role in intelligence gathering.
- Authored comprehensive documentation and training materials, enabling staff to effectively utilize OSINT collection tools.

PROJECTS

War in Ukraine ETL Pipeline & Dashboard   [Github](#), [Medium Post](#)
Automatic Target Recognition using Deep Learning   [Github](#), [Medium Post](#)
Asteroid Diameter Predictor Web Application   [Github](#), [Medium Post](#)
Agile Machine Learning Prototyping with Streamlit   [Github](#), [Medium Post](#)

SKILLS

- Python
- C++
- AWS
- Jenkins
- Docker

- SQL
- Shell Scripting
- GCP
- Terraform
- Git

- Scala
- Spark
- Airflow
- dbt
- Snowflake

EDUCATION

New York University - Bachelor's, Individualized Study in Computer Science & Statistics   **2010 - 2014**