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PROFESSIONAL EXPERIENCE

Independent Quantitative Researcher & Trader

New York, NY

Digital-Asset Research, Fundamental & Sentiment Trader

March 2020 – December 2025

- Conducted discretionary market research using Nansen and social platforms to assess wallet conviction, narrative momentum, and market sentiment, translating qualitative and on-chain insights into investment theses and risk decisions.
- Developed Python-based automated trading strategies using Pandas, Web3, and Etherscan APIs, building data pipelines to detect on-chain events and trigger trade execution; contributed to scaling the portfolio to seven figures.
- Built and maintained a network of high-signal blockchain wallets, analyzing historical P&L, position changes, transaction patterns, and trading behavior to identify consistently profitable market participants and generate real-time trading signals.
- Connected alternative data with on-chain activity by mapping influential market participants to associated wallets and comparing public commentary and emerging narratives against holdings, capital flows, and subsequent transactions to surface actionable market signals.

Omnicom Group – RAPP Worldwide

New York, NY

Marketing Sciences, Experience and Data Analyst II

February 2019 – November 2021

- Partnered with senior leadership on new-business pitches, shaping data-centric growth strategies and translating market insights into compelling narratives amid rapid digital expansion; supported opportunities across RAPP and the broader Omnicom network.
- Assessed website performance using GA and GTM, and devised test & learn activities, resulting in an 8% growth in Users YoY for a client's rewards program at this global creative marketing agency providing CRM products.
- Leveraged R to extract, clean, and analyze data for A/B testing, enhancing Direct Mail and Email Marketing channels and boosting consumer interactions by over 20% year-over-year.
- Defined KPIs, and established measurement frameworks for marketing campaigns focused on digital, EM, and DM channels.
- Developed sophisticated ROI models using PostgreSQL and Tableau for a multi-million-dollar loyalty program, optimizing marketing spend and strategy.

Marketing Sciences, Data Analyst Intern

October 2018 – December 2018

- Interpreted large data sets to draw insights for client action and strategy implementation using a variety of analysis tools.
- Provided hands-on support to client teams on standard deliverables, which included data preparation and analysis.
- Helped deploy web analysis tools to gather statistics on key metrics, preparing the data for strategy assessment.
- Investigated case studies to design analytical marketing practices to improve outreach, cost-per-client, and retention rate.

PROJECTS

TCG Market Model | Python, Databricks, Spark SQL

- Built an end-to-end Pokémon card market intelligence pipeline using Databricks, PySpark, Delta Lake, and external APIs, transforming raw pricing and card metadata through a medallion architecture into analytics-ready datasets.
- Engineered pricing, rarity, set, artist, and market-trend features to train a machine-learning model that identifies potentially undervalued and overvalued cards, supporting data-driven buying and selling decisions.

Patient Stay at Hospital | Python, Snowflake, scikit-learn, XGBoost

- End-to-end healthcare analytics project that predicts hospital patient length of stay from admission-level information to support capacity planning, resource allocation, and operational decision-making
- The workflow uses Snowflake SQL for exploratory analysis and feature engineering, Python/pandas for preprocessing, and regression-model comparison across Linear Regression, Random Forest Regressor, and XGBoost Regressor

EDUCATION

Stony Brook University – State University of New York

New York, NY

B.S. in Applied Mathematics & B.A. in Economics

August 2014 – July 2018

Recipient of the Dean's List (2014 – 2018)

ADDITIONAL INFORMATION

- **Programming & Data Processing:** Python, R, SQL (PostgreSQL, Microsoft SQL Server), pandas, PySpark
- **Data Platforms & Cloud:** Databricks, Delta Lake, Snowflake, AWS S3, AWS SageMaker
- **Machine Learning & Statistics:** scikit-learn, TensorFlow, SciPy, Logistic Regression, Classification, Regression Trees, RFM Analysis, A/B Testing
- **BI, Product & Marketing Analytics:** Tableau, Excel, Google Analytics, Google Tag Manager, Mixpanel, Looker Studio, Nansen