

Melanie Herscher, Data Scientist

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PROFILE

Accomplished Data Scientist with a passion for delivering valuable data through analytical functions and data retrieval methods. Adept at receiving and monitoring data from multiple data streams as well as synthesizing quantitative information and interacting effectively with colleagues, senior management, and other cross-functional groups.

TECHNICAL SKILLS

Programming Language: SnowSQL, MySQL, Python, R

Data Manipulation/Visualization: Tableau, Looker, Airflow, DBT

Program Proficiency: Salesforce, Atlassian Products (JIRA/Confluence), Marketo, Constant Contact, WordPress, Gsuite, Microsoft Office

Areas of Interest: Data Science, Statistical Analysis, Big Data Analytics, Operational & Product Analytics

EMPLOYMENT HISTORY

Nov 2018 — Nov 2021

Product Data Scientist, Snowflake Inc

San Mateo, CA

Responsible for owning all aspects of data science for multiple teams within Snowflake Product and Engineering, such as data pipelining, reporting, and deeper analysis. This involved integrating into the teams that were benign serves, working with key stakeholders within those teams to identify key data needs within their departments, and developing workloads and analyses that bridged the gaps found within the department.

- Lead the initiative to define cross-team tracking and metrics with the heads of engineering departments to quantify the stability and quality of the code and products being produced by the different engineering teams on a weekly basis in order to improve quality issues that lead to a rise in customer outages.
- Generated and sent out weekly reports across departments describing the status of the stability and quality improvements across engineering teams as well as highlighting upcoming initiatives and key information for managers and directors to be able to engage in stability efforts with their teams.
- Devised and produced a set of SQL-based programs integrated into the release system to evaluate incoming system failures from the base product within QA environments and identify anomalous behavior changes in failure groups to categorize high-risk releases before roll out.
- Evaluated engineering tests and their activity to illuminate possible unnecessary or badly written tests for improvement of the testing suites and optimize test usage across all engineering groups.
- Designed initial metrics and pipelines needed to track and evaluate data sharing relationships and usage for the data marketplace product's launch, including external reporting to customers on usage on their listings and rebate opportunities.
- Identified and led mitigation efforts with engineering counterparts to remove long-term hidden data engineering flaws where information about data sharing complexity was misconstrued or lost.
- Built out and sustained key data pipelines and reporting for multiple engineering and product teams including QRE, Parameter Management, Data Sharing, SQL, Documentation, & Engineering Operations.
- Represented product data science in multiple cross-functional initiatives to give insights from the data science perspective while also helping initiatives build traceable and long-lasting plans during creation.

Nov 2016 — Oct 2018

Data Analyst, Snowflake Inc

San Mateo, CA

Responsible for enabling all departments across the company to be data-driven with decision-making and day-to-day procedures while also streamlining operational functions using data analysis. This involved integrating and transforming department data into user-friendly systems, building out key KPIs and dashboards to improve everyday operations for employees, and building out complex modeling and programs to optimize operational overheads for departments.

- Designed and implemented the first version of the billing engine for Finance to be able to track customer usage or contractual burn down to allow for speedy and accurate billing invoices, cutting down accounting time for the department significantly.
- Conceived and maintained the overarching model and dashboard used daily by sales representatives to understand the complexities of a customer's product usage and contract fulfillment when reviewing their regions.
- Built out and maintained board and executive-level reporting to allow the wide visibility needed to make strategic decisions.
- Sourced, transformed, and maintained the initial data pipelines and Looker modeling for the sales, marketing, support, and customer services teams.

- Interviewed, on-boarded, and trained incoming department-hired data analyst and scientists in the department's specific datasets and data needs to streamline the transition of ownership as departments stepped into data driven mindsets.
- Helped solidify the expectations and responsibilities of data science teams at Snowflake should be like the first interface with data analytics for many teams.

Jun 2015 — Nov 2016

Business Intelligence Analyst, Eargo Inc

Mountain View, CA

Responsible for providing realtime business information covering all aspects of the company's operations. This involved providing key stakeholders with trends, allowing them to tune and optimize the business operations. This was implemented by building daily KPIs and statistical models to measure the effectiveness of corporate initiatives.

Sep 2014 — May 2015

Data Science & Marketing Intern, FirstRain

San Mateo, CA

Responsible for development of sentence parsing and scoring rules and algorithms for the company's highend search engine. With R&D, this involved building complex scoring algorithms that use grammatical logic and language patterns to identify key information within articles for the next generation project. For Marketing, maintained and created content for the weblog and other customer communications.

EDUCATION

Aug 2010 — May 2014

Bachelor of the Arts, Mathematics, Smith College

Northampton, MA

Relevant Coursework: Advanced Topics in Continuous Applied Mathematics, Probability and Statistics, Probability Theory, Number Theory, Modern Algebra, Linear Algebra, Introductory Computer Science Programming

2001 — 2010

The Harker School

San Jose, CA

EXTRA-CURRICULAR ACTIVITIES

Jul 2014 — Jul 2018

Board Member, Communications Chair, Smith Club of the Peninsula

Palo Alto, CA

Directed general operations of the local club chapter and chaired the communications committee.

- Designed a strategic multievent process to encourage local high school student application and enrollment to Smith College.
- Create, organize, and manage professional workshops and community events for local Smith alumnae.
- Collect, write, and edit details on club events and news to assemble and distribute the club's official monthly newsletter.
- Build and maintain the official Smith Club of the Peninsula website.