

# Alexandra di Guglielmo

Data Consultant

## Personal Info

### Address

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### WWW

alexandradiguglielmo.com

### GitHub

github.com/abennett1229

### LinkedIn

linkedin.com/in/alexandra-di-guglielmo

## General Skills

Product Management



Full Stack Development



Consumer Research



Business Intelligence



## Technical Skills

Javascript



Node.js



Python



Express.js



Jade



HTML/CSS



SQL (MySQL, PostgreSQL)



NoSQL (MongoDB)



Versatile leader with over 10 years of experience in Consumer Research, Business Intelligence and Product Management. Expertise in building data products as both a product manager and developer.

## Experience

2019-11 -  
present

### Data Consultant

*Alexandra di Guglielmo Consulting, LLC*

- Offer a variety of Data, Analytics and Technology services including:
  - End-to-end BI solutions from data engineering to analytics and visualization
  - Full-stack web application development, specializing in both enterprise analytics apps and consumer apps
  - Automation of processes such as data integration, web crawling, monitoring and alerting, and creation of Powerpoint decks
- Clients include Lotame Solutions and Mammoth Growth

2018-04 -  
2019-11

### Senior Product Director, Reporting & Analytics

*PebblePost*

- Drove product vision and roadmap for the Reporting & Analytics product line and delivered company-wide trainings on roadmap and new features
- Managed the development and release of 5 major features in 2018
- Launched *PebbleCast* predictive analytics feature that increased accuracy of campaign performance predictions by 300%
- Led rollout of *Lift & Attribution*, a tool that performs statistical analysis to measure incrementality over variable attribution windows, as both a Product Manager and Engineer

2017-03 -  
2018-03

### Senior Director, Business Intelligence

*PebblePost*

- Built *Pebblelytics* reporting and analytics platform from the ground up, generating 50,000 page views in year 1 and growing 93% in average daily page views over first 6 months. Launched MVP within 2 months of joining the company.
- Shipped 5 major releases of new *Pebblelytics* features on schedule over the first 8 months as the sole Design, Product and Engineering resource on the project
- Hired and led a bi-coastal team of high-performing Business Intelligence analysts and managers
- Defined and formalized measurement methodology for client KPI's through training the Business Intelligence team and the organization

2016-03 -  
2017-02

### Director, Business intelligence

*Spotad*

- Created a reporting and analytics platform from scratch that became a cornerstone of Spotad's PaaS solution and a key component of the value proposition for Series A fundraising
- Built a real-time notification system with custom thresholds and triggers for alerting business teams of performance changes to maximize ROI
- Developed a program that tracks software updates for clients' mobile apps in the Apple App Store and Google Play Store to reduce platform issues

2015-01 -  
2016-02

### Business Intelligence Manager

*Outbrain*

- Built and led a team of analysts focused on leveraging Outbrain's data (150 billion content recommendations monthly) to drive sales and marketing efforts
- Reduced production time for client deliverables by over 90% by automating processes of big data extraction, analysis and visualization in Python
- Developed internal applications and tools for tracking global content consumption trends, monitoring competitive landscape and identifying new business and upsell opportunities

Big Data (Hadoop, Hive, Presto)

Vertica

Tableau

Sisense

Domo

GTM/GA

## References

"Alex is one of those remarkable colleagues who has tremendous talent and focuses her effort wherever she sees a company need. From BI to Product to some engineering, Alex has always helped us succeed and we're grateful to have her talent and energy."  
- Frank Barbieri, President of Art.com (Walmart eCommerce)

"Alex is thoughtful, diligent, and precise. I always know that she's on the ball and making progress towards a milestone that we've discussed. Alex is adept at weaving her team into those goals and driving them to a successful outcome. Alex's business and technical knowledge allows her to develop creative solutions to challenging business problems."  
- Adam Solomon, Global Head, Media Monetization Business Development at Amazon Web Services

"Alex is a superstar! I've seen these slides many many times. Seeing her present it felt like I was seeing it for the first time - and it was fascinating, the best show in town." - Amit Elisha, VP Product at Outbrain

"Alex built a BI analytics dashboard for us that uses all our big data and operational data resources. Alex built it independently from the ground up, taking on all 3 roles as a product manager, designer, and developer for the product. Alex is a self-learner with a broad set of skills." - Hai Zamir, Cloud Architect at JFrog

2013-05 -  
2014-12

## Business Intelligence Analyst

*Outbrain*

- Analyzed petabyte scale data to extract insights on content consumption that garnered press coverage from major outlets like USA Today, Forbes and The Tonight Show and made 200+ headlines in total
- Introduced multiple new research offerings that were instrumental to securing over \$1.5m in budgets and maintaining key partnerships
- Increased productivity of premium research offerings by 6x (ultimately by 250x as manager) by independently learning Python and automating processes
- Led the rollout of *Outbrain Sandbox* analytics suite from product conception through beta launch

2012-03 -  
2013-04

## Account Manager

*Outbrain*

- Grew accounts on self-service platform from 118 to 600+ customers and from 37K to 245K in revenue
- Established and implemented processes to maximize efficiency in scaling the self-service product from beta to \$1.5m revenue in Year 1, with the eventual goal of 1/3 total business revenue

## Education

2010-09 -  
2012-01

### Columbia Business School

M.S., Business Research

- One of 4 students admitted into PhD Program with a full scholarship and fellowship out of 127 applicants
- Completed doctoral-level coursework in Consumer Behavior, Research Methods, and Statistics
- Research assistant to Gita Johar and Ran Kivetz; Teaching assistant for various MBA courses in Product and Marketing
- Conducted experiments to test hypotheses about consumer behavior, analyzed experimental data, and prepared manuscripts for publication

2006-08 -  
2010-05

### Vanderbilt University

B.A., Psychology; Philosophy

- GPA: 3.7; Psychology GPA: 3.8
- Phi Beta Kappa Honor Society; Secretary, Psi Chi National Honor Society

## Awards

2015

Best Use of API App Excellence Award Winner – Context.IO App Challenge Hackathon

2014

Shachar, Amir; Bennett, Alexandra; Ben Shlomo, Yatir; Selhi, Kevin. 2014. Content Title User Engagement Optimization. U.S. Patent 14/529,667. Patent Pending.

## Publications

2012

Bennett, A., Weiss, L., & Johar, G. (2012) "What's on your Mind Mr. Product? Empathy as an Antecedent of Product Anthropomorphism." *Manuscript in preparation for submission to the Journal of Consumer Research.*