

Dustin O'Neil

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SKILLS

Languages: Python, SQL, R, SAS

Tools: Databricks, Spark, AWS (Redshift, S3), Tableau, Power BI, custom dashboards

Methods: Regression, Causal Inference, Forecasting, Experimentation, ETL, Data Engineering

SUMMARY

Growth-focused analytics leader specializing in marketing measurement, experimentation, and player/user lifecycle optimization. I build and scale end-to-end analytics for acquisition and engagement. Developing A/B testing frameworks, segmentation models, and attribution systems that improve campaign performance across email, push, and multi-channel ecosystems. Experienced operating in zero-to-one environments, partnering with marketing, product, and data teams to consumer behavior into actionable growth strategy and measurable impact.

EXPERIENCE

Edelman DXI Los Angeles, California
Vice President, Data Science

Jan 2022 – Present

Edelman is the world's largest media communications marketing firm

- Led and mentored a team of 7 senior analysts (including a Director) while serving as second-in-command for a 22-person live service analytics organization; acted as principal architect for ecosystem measurement and attribution strategy
- Designed ecosystem-level measurement systems linking sales and brand engagement ecosystems (user acquisition, retention, re-activation, lifetime value, and player behavior)
- Built and deployed incrementality and attribution models using regression, causal inference, forecasting, segmentation, and cohort analysis to quantify business and behavioral impact
- Defined and scaled cross-portfolio KPI frameworks, establishing standardized metric definitions, governance standards, experimentation design, and longitudinal methodologies
- Served as executive analytics lead on multiple \$1M+ engagements, owning data strategy and measurement design
- Directed analytics across Fortune 100/500 clients (including **Microsoft, Starbucks, and Nestlé**), influencing senior leadership decisions
- Developed executive-ready dashboards and analytical decision systems translating complex modeling outputs into clear, decision-grade insights for multi-million-dollar investment decisions
- Partnered closely with data engineering to architect scalable infrastructure (Databricks, Spark, AWS, SQL, Python, R) enabling experimentation, dashboarding, and analysis
- Contributed to \$2M+ in new business wins by leading data strategy, KPI design, and enterprise measurement frameworks

Paysafe Los Angeles, California
Manager, Global Risk Analytics

Oct 2020 - Jan 2022

Paysafe is a Global Payment Processing and Bank Portfolio Manager

- Built and led a team of 5 analysts, establishing a centralized analytics center of excellence with standardized documentation, training programs, and governance practices

- Directed global risk analytics across credit underwriting, fraud, and bank portfolio monitoring
- Built scalable Python/SQL forecasting systems to support high-volume transaction environments
- Designed portfolio-level KPI frameworks and risk monitoring dashboards (Tableau) linking transaction behavior to downstream financial and regulatory outcomes
- Applied forecasting, regression, and cohort-based analysis to identify emerging risk patterns and proactively inform executive decision-making
- Partnered with compliance, banking, and product teams to operationalize analytics into production pipelines and standardized reporting systems

NBCUniversal Media Universal City, California

Senior Data Scientist / Senior Industrial Engineer

Jan 2017 - Mar 2020

- Hired and developed 3 engineers; delivered \$2M+ in incremental operational returns
- Designed forecasting and regression-based demand models using Python, SQL, and AWS (Redshift), connecting customer demand for the *Wizarding World of Harry Potter* to optimize guest experience, staffing, and our supply chain
- Architected automated data pipelines and cloud infrastructure (AWS, MySQL) enabling scalable forecasting, KPI tracking, and longitudinal performance analysis

Data Scientist / Industrial Engineer

May 2015 - Jan 2017

- Delivered \$1.3M in first-year savings by designing Python-based guest attendance forecasting and staffing optimization models using regression and demand modeling
- Built automated dispatching and labor management systems and executive dashboard (Tableau, Power BI, Python, SQL, VBA) replacing manual workflows and generating \$400K in annual savings
- Developed statistical models linking guest attendance, ride capacity, and labor demand, enabling data-driven staffing decisions across 8 major attractions
- Led cross-functional UX analytics initiative managing 3 engineers to redesign operational interfaces and improve workforce coordination

INTEL CORPORATION Hillsboro, Oregon
Process Engineer Technician

June 2009 - Mar 2014

- Reduced electroplating defects by 90% using statistical process control and SQL-based root cause analysis

EDUCATION & CERTIFICATIONS

Arizona State University, Phoenix, Arizona
 M.S., Statistics & Industrial Engineering
 GPA: 3.79
 Lean Six Sigma Black Belt Certification

Grove City College, Grove City, Pennsylvania
 B.A. in Communication
 Minor: Pre-Medical Science
 GPA: 3.62