

Levi Leach

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Work Experience

Lead Data Analyst

October 2025 – Present
New York, NY

Rokt, Inc.

- Leverage statistical modeling and experimentation to inform performance marketing strategy; secured a \$500K/month budget increase from a major advertiser by applying PCA, cohort analysis, and random forest classification to redesign their audience targeting approach
- Mentor 6 junior analysts across 4 client verticals to develop technical skills and analytical rigor; designed and led a 4-part training curriculum covering SQL best practices, analytical thinking, and data pipelines adopted across new analytics hires
- Develop automated revenue forecasting tools– including a difference-in-differences model analyzing ~2,000 historical events against synthetic control groups, and a Python-based alerting system that flags partners exposed to significant advertiser budget shifts– enabling account managers to proactively address revenue fluctuations
- Create internal tools that enable non-technical account managers to self-serve on technical tasks– including a parameterized SQL generator and a power analysis calculator supporting three experiment types– each used by over 50 internal stakeholders to save dozens of hours of manual work monthly

Senior Analytics Engineer, Technical Success

May 2022 – October 2025
New York, NY

Curinos, Inc.

- Managed technical configuration of banking optimization software for 6 clients totaling \$300B+ in deposits, ensuring software met unique data constraints and desired features of each client
- Directly supervised and mentored two junior analysts, overseeing technical work, project planning, and client communication strategy
- Generated elasticity models, scenarios, balance flow metrics, and competitive analytics to advise clients in solving challenging deposit problems
- Leveraged SQL Server, Python, and Excel to install four multibillion dollar asset-sized clients– setting up ETL pipelines for automated data ingestion, instituting client-specific processing, and performing extensive data validations

DevOps Engineering Co-op

July 2021 – Feb 2022
Boston, MA

MFS Investment Management

- Spearheaded production of web-based user interface to automate onboarding and logging for all new software development projects
- Developed dashboard with maintenance capabilities and dynamic metrics for 500+ existing projects
- Implemented tools such as Bitbucket, Jenkins, SonarQube, and NexusIQ to develop and maintain continuous integration/continuous deployment (CI/CD) systems

Education

Northeastern University

Graduated May 2022
Boston, MA
GPA: 3.51

Khoury College of Computer Sciences | Honors Program | Dean's List
Bachelor of Science in Computer Science and Economics

Leadership Experience

Presidential Ambassador

Mar 2021– May 2022
Boston, MA

Office of the President, Northeastern University

Teaching Assistant, Fundamentals of Computer Science

Sept 2019 – Dec 2020
Boston, MA

Khoury College of Computer Sciences, Northeastern University

Core Competencies

Skills: A/B testing, experimentation, dashboards and data visualization, APIs, Agile, web development, ETL pipelines, statistical analysis, data querying, causal inference, regression modeling, time series forecasting, KPI development and tracking

AI and Development Tools: Claude Code, Claude Cowork, ChatGPT, Replit, n8n, git, Tableau, Microsoft Excel, AWS S3

Languages: SQL, Python, Java, HTML, CSS, JavaScript, R