Derek Shirley

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SUMMARY

Lead data analyst and analytics engineer with 8+ years in marketing and commercial analytics. Led marketing analytics at Lark Health. Builds attribution, funnel, and forecasting models in Snowflake/dbt that guide executive budget decisions, and delivers 2.6x faster with AI agents. Has built and led an analytics function while staying hands-on in SQL and Python.

EXPERIENCE

Lark Health (Lark Technologies, Inc.) — November 2025 – November 2026

Lead Data Analyst, Marketing (Remote - Grapevine, TX)

- Rebuilt enrollment attribution in governed Snowflake/dbt models, raising registrations with a known source from 58% to 92% and informing direct-mail budget decisions.
- Built the measurement layer for the Samsung Health partnership launch, covering the readiness plan, metric definitions, launch-day reporting, and first- and last-touch attribution.
- Increased delivery throughput 2.6x with AI agents (Cursor, Claude) in dev environments, building 4 root-level safety hooks and custom skills for Jira ticket creation and sprint hygiene.
- Built funnel models giving every entrant a curated record and introduced Kitagawa rate decomposition, adopted by analytics, data science, and product leaders to explain conversion changes.
- Built 12-month partner enrollment forecasts, typically within 10% monthly error, that set send volumes and direct-mail budgets, and designed a randomized direct-mail holdout test.
- Led 8 analytics initiatives across marketing, program, and billing analytics (co-lead on billing), and set up the new team's documentation and peer-review process within 48 hours.

Dave & Buster’s Entertainment Inc. (Corporate Office) — August 2024 – November 2025

Senior Analyst, Marketing (Coppell, TX)

- Built a media-contribution model recommending a $6.9M Q4 budget against an outside proposal of about $11M, which informed CEO/CMO 2025 planning.
- Diagnosed a YoY web traffic decline, identifying 40–75% lower click-through rates as a key driver, and presented findings and recommendations to VPs.
- Designed a Databricks marketing environment integrating 5+ sources and established UTM governance across Adobe Analytics and Funnel.io, reducing manual reporting by 35%.

GameStop Corp. (Corporate Office) — May 2023 – July 2024

Senior Analyst, Supply Chain (Grapevine, TX)

- Developed SQL validation and fulfillment measurement for a nationwide stock rebalance that achieved about 93% fulfillment and shipping success.
- Automated Alteryx pipelines feeding Power BI dashboards, saving about 20 hours weekly, and contributed data inputs to Python demand forecasting that reduced clearance items by 7%.

Glitch Breakers — January 2023 – May 2023

Pro Bono Analytics Consultant (Boyd, TX / Remote)

- Delivered pro bono Python/SQL analytics, customer models, and sales reporting for small businesses, translating business requirements into practical reporting and strategy.

American Diamond Logistics — June 2020 – January 2023

Senior Data Analyst (Fort Worth, TX)

- Established the company's first pricing analytics function and data stack, then recruited, managed, and developed its first analyst during a period of 26% annual company revenue growth.
- Built a HubSpot pricing workflow using Python and Google Sheets, improving response time by 43% and win rate by 22%.

Park West Gallery — January 2017 – March 2020

Sales Analyst / Art Gallery Manager (Miami Lakes, FL)

- Ran gallery sales analytics for multimillion-dollar collections using Excel pricing, inventory, and auction analysis, and managed up to 5 salespeople who regularly beat targets by 20–80%.

TECHNICAL SKILLS

Strategy & Modeling: Attribution (first-, last-, and multi-touch), enrollment forecasting, funnel analytics, experimentation and holdout design, Kitagawa decomposition, CAC/LTV/ROAS, marketing mix modeling (Google Meridian)

Data Engineering & Analytics: Snowflake, Databricks, BigQuery, dbt, dbt MetricFlow (semantic layer), Lightdash, ETL/ELT Pipelines, Data Modeling, Star Schema, Data Governance, Segment, GA4, Adobe Analytics

Languages & Tools: SQL, Python (pandas, NumPy), PySpark, DAX, Tableau, Power BI, Alteryx, Braze, Salesforce Marketing Cloud, Funnel.io, AI-assisted development (Cursor, Claude Code)