

Derek Shirley

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SUMMARY

Marketing analytics lead with 8+ years across analytics and commercial operations. Builds attribution and forecasting systems that shape channel investment and executive budgeting. Experience establishing an analytics function, selecting analysts, and coaching teams; hands-on with SQL, Snowflake/dbt, and Databricks.

EXPERIENCE

Lark Health (Lark Technologies, Inc.)

November 2025 – Present

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

- Own marketing analytics as Lark's sole dedicated marketing analyst, partnering with Marketing, Product, Data, and executives on enrollment, lifecycle engagement, direct mail, and partner reporting.
- Rebuilt enrollment attribution, reducing unknowns from 42% to 8% on a trailing 365-day view; findings reversed the decision to discontinue direct mail.
- Built one-year enrollment forecasts for Carelon, BCBSAL, and MMO using audience size, send volume, and seasonality, with backdating adjustments. Monthly error was usually within 10% per partner in 2026 YTD; forecasts guide send volumes and direct mail budgets, with email costs considered.
- Built Snowflake/dbt models and Tableau reporting for funnel health, contactability, segmentation, channel performance, and Braze re-engagement; supported Medicare DPP/D2C audience sizing.

Dave & Buster's Entertainment Inc. (Corporate Office)

August 2024 – November 2025

Senior Analyst, Marketing (Coppell, TX)

- Built a media-contribution model in 3 hours, recommending a \$6.9M Q4 budget against an outside proposal of about \$11M; informed CEO/CMO 2025 planning.
- Investigated a 42% YoY web traffic decline, identifying 40–75% lower click-through rates as a key contributor; 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%.
- Selected and recommended the analyst hired into Marketing; led onboarding and analytical development.

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; 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; translated business requirements into practical reporting and strategy.

American Diamond Logistics

June 2020 – January 2023

Senior Data Analyst (Fort Worth, TX)

- Established the pricing analytics department and data stack, selected and trained an internal transfer, and coached logistics coordinators and senior coordinators.
- 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)

- Managed onboard art sales and gallery analytics for multimillion-dollar collections; led teams that regularly exceeded sales targets by about 20–80%.
- Managed up to 5 salespeople and coordinated staff from other departments for art movement and auction setup.

TECHNICAL SKILLS

Strategy & Modeling: Attribution, enrollment forecasting, funnel analytics, CAC/LTV/ROAS, A/B test analysis, marketing mix modeling (MMM) design, Google Meridian

Data Engineering & Analytics: Snowflake, Databricks, BigQuery, dbt, ETL/ELT Pipelines, Data Modeling, Star Schema, Data Governance, GA4, Adobe Analytics

Languages & Tools: SQL, Python (pandas, NumPy), PySpark, DAX, Tableau, Power BI, Alteryx, Braze, Salesforce Marketing Cloud, Funnel.io