

EVAN BURGEI

Senior Marketing and Data Analyst | ML Modeling | Executive Analytics | AI-Integrated Workflows

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SUMMARY

Marketing and data analyst with 8 years walking into broken or undefined data environments and building the structure. Built a six-version Random Forest and Gradient Boosting ensemble used directly in national-client C-suite budget planning. Earned Element Materials Technology's CEO Award (highest internal recognition across 6,000 employees) for centralizing the quoting function and cutting turnaround 50 to 75 percent. Daily user of frontier AI tools since July 2023.

EXPERIENCE

Orchard Digital Marketing, Cincinnati, OH | Feb 2023 to Mar 2026

Marketing Analyst

- Built and evolved a zip-code targeting and lead-forecasting ML ensemble through six versions over three years, moving from manual Census-weighted Excel scoring to a Random Forest and Gradient Boosting model in Python; final version produced monthly forecasts used directly in C-suite budget planning and market-expansion decisions at a national healthcare client.
- Diagnosed an AI-search attribution disruption (Google Gemini intercepting branded queries and depressing paid attribution) and reframed the client narrative from "marketing is failing" to "the measurement model is being disrupted." Two years of consistent advocacy plus this finding drove the first channel diversification in 2+ years.
- Designed a unified reporting environment integrating GA4, Google Ads, Salesforce, CallRail, and BigQuery into a single source of truth, replacing a three-year fragmented data environment and cutting time-to-insight from weeks to real-time for executive stakeholders.
- Led agency-wide migration of 150 client accounts from Universal Analytics to GA4 with a 2.5-person team. Became the agency's primary subject-matter expert for GA4, GTM, and multi-source data integration.
- Managed and mentored analytics interns for two of three years. Delegated substantive analytical work, structured weekly feedback, and brought interns into C-suite client presentations to accelerate real-world exposure.

UL Solutions (NYSE: ULS), Remote | Jan 2022 to Aug 2022

Regional Business Analyst

- Architected the account-assignment infrastructure from scratch for 50,000 to 100,000 client accounts across 40 countries during UL's largest-ever corporate restructuring. Built rules-based Excel models distributed to 300 to 600 global sales managers and a Power BI validation tool used in corporate leadership reporting.
- Coordinated requirements across 40 countries with unique regional preferences, time-zone constraints, and competing internal priorities. Operated as the sole analyst for the Industrial division with no predecessor, no documentation, and no peer support.

Element Materials Technology, Cincinnati, OH | Sep 2017 to Nov 2021

Regional Business Analyst, Strategic Initiative Coordinator, Business Development Associate

- **CEO Award recipient** (Element's highest internal recognition across 6,000 employees in 30 countries) for centralizing the quoting function. Cut basic quote turnaround by 50 percent and custom quotes by approximately 75 percent. Piloted across half the US.
- Produced monthly executive performance analysis for a \$500M+ global business unit. Forecasted COVID-19 revenue impact and aerospace recovery trajectory across end markets, enabling scenario-based leadership planning during peak

market disruption.

- Managed transfer of 30,000+ customer accounts during a global account-based sales realignment. Designed the regional sales compensation plan and payout model. Automated recurring workflows across six continents using Power Automate.
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SKILLS

- **Analytics and Modeling.** Python (Random Forest, Gradient Boosting, regression), SQL, Excel (advanced: VBA, Power Query, macros, pivot tables), statistical forecasting, A/B testing, attribution modeling, geospatial analysis.
 - **Visualization and BI.** Power BI (DAX, star schema), Looker Studio, Tableau, Google BigQuery.
 - **Marketing and CRM Stack.** GA4, Google Tag Manager, Google Ads, Meta Ads, DV360, Salesforce, HubSpot, Pardot, Microsoft Dynamics 365, CallRail.
 - **Pipelines and Automation.** Supermetrics, Funnel.io, Power Automate, Zapier, API integrations, ETL design, GCLID-to-Salesforce closed-loop attribution.
 - **AI Tools (daily since July 2023).** Claude (Pro), ChatGPT (Plus), Google Gemini, Perplexity, Fireflies.ai. Attended Cincinnati AI Week 2026.
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EDUCATION

University of Akron | B.S., Biology | 2011-2015