

EVAN BURGEI

Senior Marketing and Data Analyst | ML Modeling | AI Integration

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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 in C-suite budget planning at a national healthcare client. 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; in 2026, shipped a Claude API agent layer with cost controls enforced at the database layer.

EXPERIENCE

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

Marketing Analyst

- Built and evolved a six-version Random Forest and Gradient Boosting ensemble in Python (from manual Census-weighted Excel scoring) for a national healthcare client. Final version produced monthly forecasts used directly in C-suite budget planning and market-expansion decisions.
- Diagnosed an AI-search attribution disruption: Google Gemini intercepting branded queries and depressing paid attribution. Reframed the narrative from "marketing is failing" to "measurement is being disrupted" and drove the client's 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. Cut time-to-insight from weeks to real-time, replacing a three-year fragmented data environment.
- 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.
- Recruited, trained, and managed analytics interns for two of three years. Built the internal training curriculum for GTM, GA4, and multi-source integration. 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 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.
- Sole analyst for the new Industrial division. No predecessor, no documentation, no peer support. Coordinated requirements across 40 countries with unique regional preferences and time-zone constraints.

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, enabling scenario-based leadership planning during peak market disruption.
- Managed transfer of 30,000+ customer accounts during a global sales realignment. Designed the regional sales compensation plan and payout model. Automated recurring workflows across six continents using Power Automate.

SELECTED PROJECTS (2026)

- **Production Claude API build.** Designed and shipped a TypeScript application with a Claude API agent layer, token-level cost instrumentation, and per-pass cost caps enforced at the database layer. Stack: TypeScript, Cloudflare serverless, Claude API, Stripe.
 - **AI Operating Framework.** Authored a versioned multi-tier reasoning framework governing LLM use on high-stakes work. Calibrated confidence labels, hold-ground discipline, and structured elicitation. Designed for portability across teams and tools.
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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.
 - **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 and LLM Engineering.** Anthropic Claude API, prompt-driven workflow design, agentic flows, token-level cost instrumentation, LLM evaluation discipline. Daily user of Claude Pro, Claude Code, ChatGPT Plus, Gemini, and Perplexity since July 2023. Attended Cincinnati AI Week 2026.
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EDUCATION

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