DANIEL TSEMEKHMAN

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PROFESSIONAL SUMMARY

Data-driven specialist with a unique blend of analytical engineering, product development, and client-facing expertise. Proven track record of architecting scalable CRM systems, building data-intensive products from scratch, and driving revenue through strategic automation. Strong technical proficiency in SQL, Python, and R combined with the business acumen to translate complex data into actionable growth strategies. Marathon runner and alpinist who brings resilience, discipline, and a problem-solving mindset to every challenge.

CORE COMPETENCIES & TECHNICAL SKILLS

Data Analysis & Engineering:
SQL, Python (Pandas, NumPy, Scikit-learn), R, SAS, Tableau, Looker, PowerBI, ETL Pipelines, Statistical Modeling, A/B Testing

Revenue Operations & CRM:
HubSpot (Architecture & Admin), Salesforce, Airtable, Gong, RocketLane, Workflow Automation, Lead Scoring, Territory Management

Web Development & Product:
React, Node.js, HTML/CSS, API Integration, Product Strategy, User Research, Agile/Scrum, Marketplace Dynamics

Digital Marketing & Growth:
Amazon Marketing Cloud (AMC), DSPs (DV360, TTD), Paid Social (Meta, TikTok), SEO/SEM, Campaign Attribution, Customer Segmentation

PROFESSIONAL EXPERIENCE

Chalice AI | *New York, NY (Remote)*

BI & Sales Engineer Co-Op   June 2025 – December 2025

- Architected and rebuilt the entire HubSpot CRM infrastructure, designing custom lifecycle stages, lead scoring models, and automated workflows that improved data integrity by 99%.
- Partnered with the Head of Sales to design and implement automated reporting dashboards across HubSpot, Gong, and RocketLane, providing real-time visibility into pipeline health and sales velocity.

- Developed Python-based scripts to integrate disparate data sources, enabling advanced customer segmentation and personalized outreach strategies at scale.
- Analyzed campaign performance data to identify bottlenecks in the sales funnel, recommending optimization strategies that increased lead-to-opportunity conversion rates.

Wineman Group | *Paris, France*

Lead Developer & Product Strategist   September 2024 – July 2025

- Led the end-to-end development of a live wine trading marketplace, integrating real-time pricing APIs and an AI-powered sommelier chatbot to enhance user engagement.
- Designed and implemented a dynamic pricing algorithm that aggregated data from multiple online retailers to establish fair market value for rare wines.
- Collaborated directly with stakeholders to define product roadmap and go-to-market strategy, successfully launching the platform to an initial user base of collectors and investors.
- Conducted user research and A/B testing to optimize the onboarding flow, significantly reducing drop-off rates and improving customer acquisition cost (CAC).

Numberly | *Paris, France*

Data Analyst Intern   June 2024 – September 2024

- Leveraged Amazon Marketing Cloud (AMC) and SQL to analyze customer journey data, uncovering cross-channel attribution insights that informed multi-million dollar media spend decisions.
- Built automated reporting dashboards using Python and Tableau to track campaign performance across programmatic DSPs (DV360, TTD) and social platforms (Meta, TikTok).
- Implemented web scraping scripts to gather competitive intelligence and monitor pricing fluctuations, providing strategic recommendations to client account teams.
- Supported the execution of complex data activation projects, ensuring seamless integration between CRM data and media activation platforms.

Awardrobe LLC | *San Luis Obispo, CA*

Developer   October 2023 – April 2024

- Spearheaded data-driven strategies to enhance user engagement for the Velvet app, utilizing analytics to optimize feature adoption and retention.
- Collaborated with cross-functional teams to translate user interaction data into actionable product improvements, driving iterative development cycles.

NecessitEase | *San Luis Obispo, CA*

Co-Founder   January 2022 – April 2022

- Founded and launched a subscription-based consumer goods service focused on recurring demand, managing all aspects of operations, pricing strategy, and customer acquisition.
- Developed the initial business model and financial projections, securing early traction through targeted local marketing campaigns.

EDUCATION

California Polytechnic State University | San Luis Obispo, CA

Bachelor of Science in Statistics   June 2025

Relevant Coursework: Intermediate Macroeconomics, Statistics Series (R-Studio/SAS), Probability & Simulation, Calculus I-IV, Computer Science (Python), Data Science, Predictive Analytics, Data Visualization.

CERTIFICATIONS & LANGUAGES

Certifications:
- Amazon Marketing Cloud (AWS)
- HubSpot Sales Hub Software
- Build Web Projects with REST APIs

Languages:
- English (Native)
- Russian (Fluent)
- Ukrainian (Conversational)
- French (Basic)