

ENDI MORAVA

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ANALYTICS ENGINEER AND DATA SCIENTIST

I aim to bridge analytics engineering and data science by building reliable data systems and applying statistical modeling to uncover insights. My goal is to make complex data accessible and actionable, enabling teams to make better decisions and create measurable business impact.

WORK EXPERIENCE

ENACT MORTGAGE INSURANCE

Raleigh, NC

Analytics Engineer, Customer Solutions

Nov 2023 – Present

- **Built and optimized Tableau data flows** connecting 15+ sources into Snowflake, crafting custom data models that reduced compute costs by 20% while powering executive dashboards to track marketing ROI.
- **Designed and deployed 5 Tableau dashboards** for survey programs, contextualizing response data with demographics to improve segmentation accuracy and accelerate decision-making across Customer Solutions by 30%.
- **Partnered with the Data Science team** to productionize a lead scoring algorithm on 66k+ records, embedding results into Tableau dashboards to improve sales qualification speed by 25%.
- **Developed feature engineering pipelines** and supported a predictive model (Job Function/Job Level classification) on 400k+ records, improving data standardization by 40% for downstream analytics.
- **Pioneered data stewardship program** for Customer Solutions; completed 17 hours of DataCamp coursework and co-authored data access workflows that cut analyst onboarding time by 35%.
- **Migrated 20+ survey projects** from GetFeedback to SurveyMonkey, negotiating \$18K in contract savings and improving reporting consistency across departments.
- **Instituted quality standards and workflows** in Snowflake, reducing duplicate data by 15% and boosting trust in analytics outputs across teams.
- **Launched a survey-based price sensitivity study** within 3 months, aligning methodology with KPIs and influencing pricing strategy that improved margin capture by 10%.
- **Audited and restructured survey analytics programs**, prioritizing those tied to customer experience KPIs, which cut reporting latency by ~25% and improved visibility for executives.
- **Synthesized insights into executive presentations**, securing \$60K in incremental marketing funding (first since IPO), demonstrating tangible ROI from data science initiatives.
- **Designed and implemented metadata system and governance standards** for marketing data, creating a centralized framework to track campaigns, UTM parameters, and key metrics. Enabled business users to self-service campaign tracking, improving reporting accuracy and cutting manual reconciliation time by 40%.

DUKE UNIVERSITY FUQUA SCHOOL OF BUSINESS

Durham, NC

Digital Analyst and Strategist, Global Marketing

Oct 2021 – Nov 2023

- Allocated marketing budget (\$1M+ over 2 years), designed and implemented process improvements, and built data pipelines in Power BI, Google Analytics, and Looker.
- Created data-first implementation strategy for Google Analytics 4 (GA4). Gathered business requirements from web developers and analytics teams. Communicated changes & onboarded teams. Revamped GA4 strategy led to significant enhancements in data structures to inform business decisions, product customization, and web health.
- Directed and executed all elements of organizational LinkedIn strategy. Allocated \$350K+ annual budget across 50+ campaigns by defining target audiences, managing campaign allocations, and developing & implementing conversion strategy. Efforts resulted in 90+% increase in conversions and 8 million additional impressions year-over-year.
- Redesigned production process to reduce data loss via an automated data intake and output systems. System creation, implementation, and training resulted in full adoption, 50% decreased time-to-launch per campaign, and 80% increase in campaign data usability.

Data Analyst, Global Marketing

Jun 2018 – Sept 2021

- Analyzed multi-channel marketing data and generated reports spanning the entire marketing funnel for senior leadership teams to provide business insights concerning revenue tied Key Performance Indicators (KPI).
- Championed successful integration of Brandwatch, deep listening tool, into marketing technology stack. Developed & presented an MVP showcasing the tool's potential impact, securing a \$50K annual budget, and onboarding 8 personnel.

SELECTED PROJECTS

Design survey to capture price sensitivity data for B2B customers and analyze results for a highly competitive market. Research involved collaborating with executive level stakeholders (Pricing VP, CX Solutions Directors, and Sales Leaders) to approve survey

design to align CX research agendas with organizational KPIs. Survey results are continuously monitored for activity drop offs and survey question refinements. This research has served to provide additional intelligence to help refine customer segments.
(Customer Intelligence & Analytics with Enact Mortgage Insurance)

Determine go-to-market SaaS strategy for new entrant in Energy Analytics sector by defining customer segments, channel opportunities for targeting, and pricing strategy alongside a team of five. Project spanned 3 months at the end of which findings and recommendations were presented to client. *(Pro-Bono Consultant with Duke Advanced-Degree Consultants - Fall 2022)*

Generated customer segments via Random Forest method in Python based on customer interactions captured in Customer Relationship Management (CRM) platform. *(Digital Strategist at Duke Fuqua)*

LEADERSHIP

- Consultant – Duke Advanced Degree Consulting Club**, Duke University, 2022
- Mentee – Mentorship Program**, Enact Mortgage Insurance, 2024 - 2025
- Member – Evolve Program**, Enact Mortgage Insurance, 2024 - 2026
- Data Steward – Data Steward Council**, Enact Mortgage Insurance, 2025 - Present

TECHNICAL CAPABILITIES

- Programming:** Python (NumPy, Pandas, Matplotlib, SciKit-Learn, NLTK, spacy), R (dplyr, tidyr, readr, stringr, ggplot2, plotly, datatable), SQL, Excel
- Algorithms:** Regression Analysis and Modeling (Linear, Logistic, and Multivariate), Supervised Learning (Random Forest, Time Series Analysis), Deep Learning (Transformers, CNNs), Sentiment Analysis, Unsupervised Learning (Cluster Analysis, PCA, Topic Modeling), Large Language Models (GPT)
- Cloud & Engineering:** Cloud Platforms (AWS), Cloud Data Services (Snowflake, Salesforce), dbt
- Data Visualization:** Tableau, Power BI, Looker
- Other Technology:** Marketing Cloud, Marketo, Google Analytics (Universal, 4), LinkedIn Campaign Manager, Meta Business Suite, Google Ads, Brandwatch, Google Tag Manager, Google Optimize, Qualtrics, GetFeedback, SurveyMonkey

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business <i>Master of Science in Quantitative Management: Business Analytics</i> Analytical Coursework: Programming in R and Python, Advanced Machine Learning and Artificial Intelligence, Decision Modeling Business Coursework: Strategy, Marketing, Operations, Finance, Accounting, Financial Risk Management, Ethics and Legal	Durham, NC May 2023
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL <i>Bachelor of Arts in Economics</i>	Chapel Hill, NC Dec 2015