

DAVID CASTILLO

New York, NY • dcast822@outlook.com • [linkedin.com/in/davidcastillo822](https://www.linkedin.com/in/davidcastillo822)

SUMMARY

Analytics Engineer with experience building scalable data models, ELT pipelines, and curated analytics layers using SQL, dbt, Python, and Airflow. Proven track record of improving data reliability through automated validation frameworks, standardizing business metrics, and enabling self-service reporting for cross-functional stakeholders. Seeking to bring a data-analyst's business instinct and an engineer's rigor to a full-time Analytics Engineering role.

TECHNICAL SKILLS

Analytics Engineering: dbt, SQL, Dimensional Modeling, Semantic/Metric Layers, Git, CI/CD, Code Reviews

Data Platforms & Pipelines: BigQuery, Snowflake, Redshift, GCP, Airflow, Python, REST APIs, ELT Pipeline Design

BI & Visualization: Looker, Looker Studio, Redash, Dashboard Development, Self-Service Enablement

FEATURED DATA PRODUCTS & ANALYTICS SYSTEMS

Advertising Revenue Analytics Platform — Dow Jones

- Designed curated BigQuery analytics datasets and dimensional models integrating GAM APIs, Adobe log data, and Parse.ly event data across 4+ sources into a centralized reporting layer.
- Built and automated ELT pipelines using SQL, Python, GCP, and Airflow; reduced manual reconciliation by ~30–40% and improved cross-team reporting consistency.
- Implemented automated data validation checks, reducing trafficking errors by ~31% and contributing to a 48% increase in realized monthly revenue; identified and resolved a 6–7 figure YoY revenue discrepancy by redesigning pipeline logic.

Operations Analytics Mart — Kaiyo

- Developed modular dbt models in Redshift transforming raw operational and financial log data into analytics-ready datasets across staging, intermediate, and curated layers.
- Deployed data quality tests (uniqueness, freshness, custom dbt tests) to prevent duplicate revenue-share payments and increase confidence in downstream reporting.
- Enabled operational dashboards that improved on-time delivery from ~92% to ~97%; documented data models, testing logic, and metric definitions to drive team adoption.

PROFESSIONAL EXPERIENCE

Dow Jones | Senior Data Analyst | New York, NY

July 2023 – Present

- Led end-to-end analytics initiatives from dataset design through dashboard delivery, partnering with Ad Operations, Engineering, Finance, and Product to align metric definitions and reporting logic across systems.
- Standardized business logic and metric definitions across 3+ stakeholder groups, improving data accuracy and enabling more reliable executive-level decision-making.
- Enabled self-service reporting for operational and executive stakeholders, reducing ad hoc requests and improving reporting scalability.

Kaiyo | Analytics Engineer Apprentice | New York, NY

January 2023 – July 2023

- Collaborated with operations and executive teams to translate logistics and financial requirements into scalable dbt-modeled analytics datasets.
- Delivered dashboards and reporting datasets enabling operational monitoring and logistics improvements.
- Documented data models, testing logic, and metric definitions to improve adoption of analytics resources across the organization.

T-Mobile | Store Manager | New York, NY

July 2016 – October 2021

- Built KPI reporting frameworks to track sales and operational performance across retail teams.
- Implemented data-driven process improvements, improving customer experience and reducing escalations by ~15%.
- Developed foundational skills in stakeholder communication, business operations, and performance analysis.

EDUCATION

Data Science Bootcamp — General Assembly

Master of Business Administration (MBA), Accounting — University of Arizona Global Campus

Bachelor of Arts (BA), Political Science — CUNY Lehman College