

Jack Tonina

(206) 445-4375 | jcktonina@icloud.com | jacktonina.com | github.com/jacktonina
3625 Fillmore Street San Francisco, CA 94123

EXPERIENCE

EverQuote

Cambridge, MA

Lead Analytics Engineer

April 2024 – Present

- Leading the development, rollout and adoption of a data science model to score shoppers on their likelihood to bind an insurance policy, enabling customers to bid more rationally on our traffic, and partnering with senior leadership to assess performance and communicate spend efficiency gains to customers to vouch for more budget
- Own end-to-end process of ingesting 1M+ lead level disposition records daily from across our 35+ core customers, implementing various data-matching techniques to link back to our systems, and feeding to Data Science to power customer-specific real time bidding models while ensuring data is accurate and timely throughout the process
- Developed a Streamlit app that enables analysts to easily build and tune LGBM models (both classifiers and regressors) using Optuna, providing a ROC curve, permutation importance, and SHAP-based feature importance to assess model performance, and allows users to log model predictions to scratch tables for further analysis

Senior Analytics Engineer

January 2021 – March 2024

- Designed, built and am accountable for the accuracy and latency of a complex pipeline of real time data models feeding an in-house reporting tool allowing 50+ non-technical stakeholders to pull a range of performance data without code over 10,000 times over the past 90 days – accelerating their time to insight and decision making
- Constructed multiple simulations to measure the elasticity of customers bids in our auctions and packaged into a self-service Streamlit app, allowing our Business Development team to efficiently and autonomously surface opportunities to achieve outsized returns in niche consumer segments and optimize campaigns towards various performance targets, resulting in our customers regularly increasing total spend to improve efficiency or entering net new markets
- Independently devised and thoroughly back-tested real time revenue alerting using Grafana, configured to notify relevant stakeholders via Slack when revenue appears degraded, along with a protocol for validating and escalating, which has significantly decreased the time to catch, diagnose and mitigate up to six-figure outages

Wayfair

Boston, MA

Demand Forecasting Co-op

July 2020 – December 2020

Pricing Analytics Co-op

July 2019 – June 2020

- Autonomously developed a suite of six interconnected dashboards in Google Data Studio to replace legacy Excel forecasting tools, reducing time spent on data refreshes, maintenance, and feature updates to streamline reporting
- Monitored price levels and performance across diverse SKU groupings, both internally and against competitors, to support strategic pricing decisions across departments and collaborate on tactical adjustments as needed

Code4Community

Boston, MA

Co-Founder, Project Manager

May 2019 – August 2021

- Co-founded the Northeastern club to develop software solutions for non-profits in the Boston area, while providing students with the opportunity to gain real world software engineering, design and project management experience
- Partnered with non-profit leadership and technical lead to plan and break down the multi-year project, translating business requirements into clear, actionable tickets for our team of 6 software engineers and designers

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Bachelor of Science in Business Administration, Concentration: Finance

May 2022

Minors: Data Science & Economics

PROJECTS

MLB Underdog Edge Finder: wrote a Python program that calculates a moneyline for each MLB game and compares them to DraftKings to find underdogs with “good value” – model won 48% of bets resulting in an ROI of 24% in its first full season

Hands Across the Sea (with Code4Community): led the development of a data collection, reporting and visualization app now used in over 200+ schools across 6 countries for the non-profit aimed at increasing literacy amongst youth in the Caribbean

SKILLS

Programming: SQL, Snowflake (Streamlit, ML Functions), Python, dbt, Docker, Git, Airflow, R, Spark, Scala

Analytics Tools: Tableau, Grafana, Google Cloud Platform (BigQuery, DataStudio), AWS (S3, CloudWatch), Excel