

EVAN BURGEI

Senior Business Analyst | Cross-Functional Data & ML | AI Integration

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SUMMARY

Business analyst with 8 years embedded across Sales, Operations, Strategic Initiatives, and Marketing. The one leadership reaches for when problems don't fit a template. Walks into broken or undefined environments and builds the system that scales. 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%. Daily user of frontier AI tools since July 2023; in 2026, shipped a production Claude API agent layer with cost controls enforced at the database layer.

EXPERIENCE

Orchard Digital Marketing, Cincinnati, OH

Feb 2023 – Mar 2026

Marketing Analyst

- Built and evolved a six-version zip-code targeting and lead-forecasting model for a national healthcare client. Owned versions 1-4 in Excel (custom formulas and statistical algorithms on Census-weighted variables); led versions 5-6 as project owner with a Data Scientist on the Python build (Random Forest, Gradient Boosting). Monthly forecasts used in C-suite budget planning and market-expansion decisions.
- Co-diagnosed an AI-search attribution disruption with the Director of Digital Media (Gemini intercepting branded queries, depressing paid attribution). Reframed the narrative from "marketing is failing" to "the measurement model is being disrupted," driving the client's first channel diversification in 2+ years.
- Designed and built a unified reporting environment integrating GA4, Google Ads, Salesforce, CallRail, and BigQuery (Salesforce-to-BigQuery built with targeted engineering support). Cut time-to-insight from weeks to real-time, replacing a three-year fragmented data environment.
- Managed performance reporting for a top US senior living operator: monthly reports to GMs across Life Plan communities and quarterly rollups for a 40+ Rental community portfolio to parent leadership (CEO, Marketing VPs, national marketing).
- Co-led migration of 100+ client accounts from Universal Analytics to GA4 with a 3-person team; owned 60+ accounts as the primary workstream. Became one of the agency's primary SMEs for GA4, GTM, and multi-source integration; lead resource on Salesforce.
- Taught and mentored analytics interns for 2 of 3 years, progressing them through the analytics stack hands-on, evolving the agency's training curriculum (including the Universal Analytics to GA4 shift), and coaching them to co-present sections of work to C-suite client stakeholders.

UL Solutions (NYSE: ULS), Remote

Jan 2022 – Aug 2022

Regional Business Analyst

- Architected account-assignment infrastructure from scratch for 50,000+ client accounts spanning 300+ sales reps across 25+ countries during UL's largest-ever corporate restructuring. Built rules-based Excel models coordinated through 40+ regional sales managers.
- Sole analyst for the new Industrial division: no predecessor, no documentation, no peer support. Stood up the workflow from scratch under time-zone and multilingual constraints; built a Power BI tool to track account-migration progress, used in corporate leadership reporting.

Element Materials Technology, Cincinnati, OH

Sep 2017 – 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 both basic and custom quote turnaround by ~50% across half the US Aerospace business unit.
- Produced monthly executive performance analysis for a \$500M+ global business unit. Built an aerospace part-number database to quantify OEM exposure; forecasted COVID-19 and 737 Max revenue impact across end markets, enabling scenario-based leadership planning.
- Supported the Americas EVP through Element's regional sales reorganization, providing cross-functional analytics across sales, operations, and strategic initiatives for five business-unit VPs of Sales (Aerospace & Defense, Oil & Gas, Industrial, Medical, Connected Tech). Designed the regional sales compensation plan; co-developed an employee retention strategy with the Director of Employee Retention and a consultant.
- Geocoded Element's Americas customer base to map revenue concentration and territory gaps; built a sample-pickup logistics pricing model for routine-testing labs using distance to facilities, enabling cost-recovery pricing and data-driven territory design.

SELECTED PROJECTS (2026)

- **Production Claude API build.** Shipped a TypeScript application with a Claude API agent layer, token-level cost instrumentation, and per-pass cost caps enforced at the database layer. Daily pipeline drives a five-stage lifecycle email sequence with safe-retry deduplication. Stack: TypeScript, Cloudflare serverless, Claude API, Stripe.
- **AI Operating Framework.** Authored a versioned multi-tier reasoning framework for LLM use on high-stakes work: calibrated confidence labels, hold-ground discipline, structured elicitation. Designed for portability across teams and tools with documented amendment process and review cadence.

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, geospatial analysis.
- **Visualization and BI.** Power BI (DAX, star schema), Looker Studio, Tableau, Google BigQuery.
- **Business Systems and CRM.** Salesforce, Microsoft Dynamics 365, HubSpot, Pardot, GA4, Google Tag Manager, Google Ads, Meta Ads, DV360, 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, structured elicitation protocols. Daily user of Claude Pro, Claude Code, ChatGPT Plus, Gemini, and Perplexity since July 2023. Attended Cincinnati AI Week 2026.

EDUCATION

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