

Malachi J. Nelson

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EXPERIENCE

SKILLSHARE

Business Intelligence Lead (Company-Wide RIF)

Remote
December 2025 – May 2026

- **Analytics Ecosystem Architecture:** Auditing and re-engineering the end-to-end analytics lifecycle, transitioning legacy pipelines into a modern dbt-based stack to restore data integrity and enable executive-ready storytelling.
- **Operational Streamlining:** Piloting AI-driven development (Cursor) and automated QA workflows to compress the reporting lifecycle, reducing manual data inputs and accelerating the delivery of actionable insights for the C-Suite.
- **Measurement Standardization:** Architected a self-service A/B testing measurement framework in Looker, defining foundational KPIs (Conversion, Revenue, LTV) to ensure consistent performance analysis across the organization.

CRUNCHYROLL – A Sony Pictures Entertainment Company

Los Angeles, CA

Sr. Data Analyst, Content and Gaming

December 2023 – December 2025

- **Data Product Architecture:** Architected scalable analytics tables and automated workflows to transition legacy reporting into a robust suite of self-service data products, establishing new benchmarks for content performance (e.g., Binge Rate).
- **Scalable Infrastructure:** Engineered the underlying database schema and data pipeline for "Crunchyroll Arc," a high-scale user initiative that processed millions of records to achieve a 77% re-engagement rate among 'sleepy users'.
- **Stakeholder Enablement:** Developed and managed a portfolio of Tableau dashboards by converting commercial requirements into technical frameworks, reducing ad-hoc reporting requests through improved data discovery workflows.
- **Strategic Leadership:** Served as the singular Subject Matter Expert for content analytics, advocating for standardized best practices and conducting training sessions for external licensors on self-service data tools.

WARNER BROS. DISCOVERY

Los Angeles, CA

HBO Max Business Intelligence MBA Intern

June 2022 – August 2022

- **Revenue Intelligence:** Modeled the revenue impact of retention "save-offer" strategies by translating commercial business requirements into technical forecasting frameworks, influencing stakeholder alignment on global growth initiatives.
- **Data Product Strategy:** Developed and scaled Looker-based data products to analyze subscriber behavior, utilizing complex SQL to architect the underlying analytics tables that powered personalized content recommendations.
- **Pipeline Optimization:** Identified and resolved friction in internal data sourcing by designing streamlined workflows that improved the reliability and refresh rate of marketing attribution dashboards.

AMERICAN EXPRESS COMPANY

New York, NY

Sr. Credit Risk Strategy Analyst

January 2019 – August 2021

- **Technical Frameworks:** Architected a Python-based data integration framework using fuzzy matching to reconcile disparate datasets, enabling the creation of a predictive targeting model for 1,500+ high-value sales prospects.
- **Strategic Alignment:** Delivered automated credit rating insights earlier in the sales workstream, significantly improving the credit quality of incoming opportunities and earning the SVP Star Award for operational impact.

CROSSIX SOLUTIONS – Healthcare data analytics company with ~130 employees and ~\$15M in revenue

New York, NY

Lead Product Strategy Data Analyst

July 2017 – January 2019

- **Portfolio Management:** Orchestrated analytical processes for 36 media campaigns, ensuring data integrity and on-time delivery by bridging the gap between technical engineering teams and commercial stakeholders.
- **Team Leadership & Scalability:** Mentored and managed 3 junior analysts by establishing standardized data sourcing playbooks and automated workflows, successfully scaling daily operations to prioritize high-impact technical product roadmaps.
- **Predictive Modeling:** Conceptualized and launched a new data product using predictive modeling to forecast conversion rates, directly influencing marketing budget allocation for healthcare clients.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

M.B.A., Full-Time Program

June 2023

NYU STERN SCHOOL OF BUSINESS – Studied abroad in Czechia, UAE, India

New York, NY

B.S. Economics and Data Science

May 2017

ADDITIONAL

- *Tech:* Python (pandas, numpy, scikit-learn), R, SQL, GitHub, Data Visualization (Tableau, PowerBi, Looker, Spotfire), Snowflake, Jupyter Notebook, Statistical Modeling (Linear/Logistic Regression, Random Forest, GBM), dbt, Cursor
- *Interests:* Traveling (30+ countries), Movies (If Beale Street Could Talk, Black Panther), Running (Distance: 13.7mi)