

Sebastian Engels

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+49 157 565-34-634 /
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BUFFALO, NY

Digital Marketer and Event Organizer with 4+ years of experience turned Data Analyst and Data Engineer to fulfill the urgent need of data-driven solutions. I burn for data-driven marketing and product development, static site generators and agile teams.

Education	ARTS MANAGEMENT (M.A.) - GPA 3.94/4.0 <i>State University of New York at Buffalo</i>	2014 - 2016
	BUSINESS ADMINISTRATION (B.SC.) - GPA 4.0/4.0 <i>University of Potsdam (Berlin, Germany)</i>	2010 - 2014
Experience	GROWTH MARKETER for <i>Forestry.io</i> in <i>Charlottetown, PEI (Remote)</i>	02/2018 - NOW
	I spun up the metrics program to allow for deeper insights and more flexibility using a data warehouse and other tools. I'm running weekly metrics meetings to share user/behavior insights with the team and to execute data-driven experiment in Marketing and Product Development. ★ General: Python, SQL, Anaconda, GitHub and Postgres. Data Acquisition: various API libraries from our data storage providers. Data Wrangling, Visualization and Experimentation: Pandas, Jupyter Notebook, Matplotlib/Seaborn and other common Data Science tools and libraries.	
	CEO, CO-FOUNDER for <i>Owl & Squirrel Studio</i> in <i>Berlin, Germany</i>	01/2017 - NOW
	I co-founded this boutique design and software agency that creates light-weight web and mobile-first solutions. We're here to craft serious websites and whimsical apps that can provide great brand communication, fast. ★ General: HTML5, CSS, Javascript, ReactJS, Gatsby, Hugo, Jekyll. Tools: Google Tag Manager, Google Analytics, Google Optimize, Adobe Creative Cloud.	
	DIGITAL MARKETING SPECIALIST for <i>Righteous Babe Records</i> in <i>Buffalo, NY</i>	06/2015 - 12/2016
Overseeing all digital marketing activities (incl. Social Media, Video and Website) for the record label Righteous Babe Records and the concert hall Babeville. ★ Implemented regular analytical reports for all digital marketing activities to generate insights and optimize our social media ad budget spending. ★ Created a new system of automating scheduled posts connecting it with other general planning tools		

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Experience Continued	EVENT MARKETING ASSISTANT <i>for Berlin Pride in Berlin, Germany</i>	12/2012 - 07/2014
	At Berlin Pride, one of the largest parades in Europe, I was responsible for general Marketing and Event activities (Social Media, Press Briefings etc.) ★ Introduced a kids' friendly corner and lounge organizing 20+ volunteers, raising funds from sponsors as well as communicating with other stakeholders (in and outside the organization). ★ Worked with 45 Pride organizations to pull together content for the annual nationwide Pride Publication.	
	HEAD ORGANIZER <i>for uniContact in Potsdam, Germany</i>	05/2011 - 01/2012
	Led organizational team for student job fair, the largest student operated project at University of Potsdam.	
Most Proud Of	FULL-SCHOLARSHIP OF THE UNIVERSITY AT BUFFALO (08/2014 - 05/2016) The University at Buffalo awarded me a full-scholarship for my studies in the Arts Management Program.	
	FULBRIGHT SCHOLAR (08/2014 - 12/2016) The Fulbright Scholarship is a prestigious certificate of excellence for those that seek to promote mutual understanding between cultures and across nations.	
	AWARDED BEST BACHELOR'S THESIS (03/2015) A Bachelor's Thesis using qualitative research to evaluate the Degree of Innovation in Business Models in the Music Industry.	
Favourite Technologies & Tools	PROFICIENT - Github, VS Code, Python, Postgres, SQL, Anaconda, Flask, SQLAlchemy, Jupyter Notebook, Pandas, Seaborn, S3, Gatsby, Hugo, Adobe CC, HTML5, CSS, Javascript FAMILIAR - Docker, Prisma, ReactJS, GraphQL, Next	