MICHAEL BELLI

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Summary

- Player/coach with eight years of experience leading an analytic team, guiding stakeholders, implementing robust analytics frameworks to inform decision-making and operational efficiency.
- Twenty years of experience providing data-driven insights across multiple sectors (healthcare, telecom, software, senior living, automotive).
- Skilled in a comprehensive analytics toolset (R, SQL, Tableau, Python) to provide actionable insights, optimize ROI, and influence strategic directions through statistical analysis and data visualization.

Experience

Randstad Staffing (Client: Estée Lauder), Remote   Aug 2023 – Current

Interim Director of Analytics

- Saved hundreds of staff hours annually using Natural Language Processing (NLP) and artificial intelligence (machine learning) to categorize products using data from IRI and NPD, with accuracy up to 98%.
- Analysis combining data from several one-off surveys, synthesizing data to find business opportunities.
- Streamlined data intake for innovation team, providing visualizations to judge sufficiency of product pipeline

Brookdale Senior Living (Largest US Senior Living Company), Brentwood, TN and Remote   Feb 2015 – Jan 2023

Director of Advanced Analytics

- Collaborated with finance, sales, marketing, IT and senior leadership on business operations and business questions.
- Led analysis of year-long strategic pilot, using data analytics to provide POV on no/no-go of expansion of initiative.
- Created analysis-based tool to optimize revenue-enhancing CapEx decisions.
- Analyzed shifts in market conditions regarding staff hiring, offering recommendations to reduce expenses.
- Led a small team of data scientists and qualitative research staff, mentoring their professional development.
- Improved marketing ROI through marketing mix modeling and experiments, providing recommendations for shifts in $10+ million marketing budget.
- Performed analysis to improve sales, worked with sales to bring same day response from 50% to 80%

Universal McCann (Client: Fiat Chrysler), Birmingham, MI   Dec 2011 – Feb 2015

Manager, Advanced Analytics

- Consulting role: communicated statistical concepts and analytic results to clients in non-technical terms.
- Used marketing analytics to analyze trends and estimate the impact of B2C media on sales, including the impact of TV spend on digital marketing metrics.
- Provided marketing performance analysis, forecasted sales and digital KPI's (Key Performance Indicators) under different proposed media budgets to inform budget optimization.

Aquent (Client: General Motors), Southfield, MI   Oct 2009 – Dec 2011
Senior Analyst

- Built CRM predictive models, performed data quality checks, and assessed vendor data.
- Conducted ad hoc analysis on diverse topics such as advertising impact on sales, dealer satisfaction, pricing incentives, customer segmentation, marketing strategy, and competitor actions.

Prior Roles and Responsibilities

- MRM Worldwide, Web Analytics and Statistician, e-commerce sites, wrote Test and Learn Manual
- Qwest Communications, Customer Modeler, direct response modeling, campaign analytics
- HealthInsight, Healthcare Quality Improvement Analyst, statistical analysis, data audits, QI methodology

Skills

- Technical Fluency: Statistical analysis, Data Science (including machine learning and NLP), estimating incremental impact, attribution, A/B testing, linear and non-linear regression analysis, design of experiments, forecasting, and tactic evaluation.
- Business Intelligence Reporting: Able to illuminate analysis and influence stakeholders through persuasive data visualizations, tailoring complex insights for diverse audiences including executive leadership.
- Data Management: Skilled in data strategy, data cleaning using innate attention to detail, building data tables using SQL, and providing data via visualizations to support data-driven decisions.
- Leadership Skills: Skilled in leading high-performing data science analysts and research staff, encouraging professional development and engagement.

Education and Training

University of Wisconsin – Madison | Madison, WI
All But Dissertation (ABD) toward PhD, Completed M.S. in Economics, Econometrics.

Michigan State University | East Lansing, MI
Bachelor of Arts (B.A.) in Economics (High Honors)

Software Packages and Analytic Techniques

Statistical Packages and Other Analytical Software: R, Python, SAS, Oracle, SQL Server, Tableau, Excel, PowerPoint, MS Office Suite, Power BI

Major Analytic Techniques: Regression analysis, panel data analysis, fixed and random effects models, time series, simulations, causal inference, Natural Language Processing (NLP), random forest models, marketing mix modeling, attribution modeling.

Certifications

- AWS Certified Cloud Practitioner, 04/2026
- Google Analytics Certification, 05/2024

Additional Information

Will relocate without relocation assistance. Vaccinated and boosted for COVID.