



## **SENIOR DATA ENGINEER DEEP ROOT ANALYTICS**

### **Company Overview**

Deep Root is a media analytics firm that offers a Data Management Platform (DMP) that leverages the highest quality media consumption data to surface unique, actionable insights to marketers enabling them to effectively and efficiently target their audiences.

To do so, Deep Root uses proprietary data acquisition, blending and modeling methodologies. We match first-party target data to a blended set of large, linked, multi-sourced datasets to provide media analytics dashboards and tools, including custom ratings, optimized media buys, ad occurrence evaluation, media mix modeling, and unduplicated reach analysis.

### **Job Overview**

Deep Root Analytics is looking for a Senior Data Engineer to help us grow our company, our product line, and our data department. We are looking for someone with a strong technical background, capable of leading the data team; areas of responsibility primarily cover data engineering, but also touch on data architecture and data security. The ideal candidate must be curious, innovative and entrepreneurial as we expect them to look for ways to constantly optimize and automate our data pipelines, while also identifying ways to bring new datasets into our processes and build new data products.

Our data and technology stack are reflective of our company mission to bring a data-driven approach to television advertising. We work with multiple datasets that qualify as “big data” following the “Four V’s” criteria: they are Varied in their layouts, they are large, Voluminous datasets, they have Velocity in that they are frequently updated, and they have Veracity in that they represent the observed behavior of television viewers, advertisers and content. As such, our technology stack relies heavily on cloud services, data pipelines and data science libraries.

### **Responsibilities**

- Grow and manage the data team in a rapidly expanding marketing technology company.
- Maintain and improve our “big data” pipeline that supports advanced analytical and data products for the marketing technology space.
- Build, manage, modify, maintain and improve the technological infrastructure required for data storage and transformation from a wide variety of data sources and data delivery methods.
- Manage, modify, maintain, optimize and improve all AWS resources and explore, evaluate and implement new service integrations.



- Identify, design, and implement internal process improvements including automating manual processes, optimizing data delivery, and re-designing infrastructure and data pipelines for greater scalability.
- Integrate outside APIs into current products and utilize them to streamline current offerings.
- Manage information security requirements and build/ monitor controls in areas of identity and access management, logging and monitoring, infrastructure security, data protection, and vulnerability analysis.
- Assess new datasets in partnership with our Product, Data Science, Client Services and Sales teams.
- Participate in the product development process in conjunction with our Executive team.

### **Basic Qualifications**

- Bachelor's degree in Mathematics, Computer Science, or related field.
- Advanced SQL knowledge (preferably PostgreSQL) including query authoring (4+ years of experience).
- Experience building and optimizing data pipelines, architectures and data sets.
- Strong analytical skills especially when working with multiple large datasets.
- Excellent communication skills especially related to difficult technical concepts.
- Capable of multitasking and project management within short deadlines.
- 4+ years of experience with AWS cloud services required – specifically EC2, Redshift, S3, CloudWatch, & Lambda. Also willing to consider candidates with similar experience on alternate cloud platforms such as Azure or Google Cloud.
- 4+ years of experience in an object-oriented scripting language (preferably Python) with a focus in data science libraries.
- 4+ years of experience working with REST APIs.
- Fully adept at visualizing technical & analytical findings through software such as Tableau or Power BI.
- Exceptional teacher and leader capable of heading up a growing data team.
- Experience with assessment, development, implementation, optimization, and documentation of a comprehensive and broad set of security standards and technologies.

### **Preferred Qualifications**

- Experience with Alteryx platform.
- Experience with big data tools such as Hadoop, Spark, or EMR.
- Familiar with best security practices including but not limited to NIST & CIS AWS Benchmark.
- Professional security and cloud certifications (CISM, CISSP, CCSK, CCSP, AWS, etc.).



### **Characteristics of A Successful Candidate**

- We are looking for smart, driven, likable and curious people.
- You need to be highly adaptable to a rapidly growing and changing business environment.
- You are a quick learner and problem solver.
- You keep on top of latest developments in field.
- You have an ability and eagerness to constantly learn and teach others.
- You are an exceptional problem-solver and have a self-starter attitude.

*Compensation commensurate with experience and job responsibilities.*