

Contact:

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About

Customer data and experience leader with a track record of utilizing customer data to build and improve online customer experiences.

Skilled at owning technical projects end-to-end, coordinating across engineering, analytics, marketing, and executive stakeholders to deliver scalable data systems and measurable business impact. Experienced working in fast-paced, collaborative environments where cross-functional communication, structured implementation planning, and customer-centric thinking are critical to success.

Passionate about solutioning and reducing feedback loops to improve speed to implementation through organizational alignment.

SKILLS

Project Management | CRM Integrations | API Integrations | AI/ML Modeling | Customer Data Platforms (CDP) | Data Governance | Data Pipelining | Omnichannel Data Activation | Enterprise Data Architecture | Personalization | Automation | SQL | Python | Snowflake | Salesforce | Looker | Power BI

CERTIFICATIONS

Securities Industry Essentials
Bloomberg Market Concepts
LinkedIn: Python | Excel

THOUGHT LEADERSHIP

Guest Speaker -- Strategies for Healthy Living, Monmouth University

DANIEL C. FEDAK

Customer Experience, AI, and Analytics Leader | Implementation & Technological Platform Delivery

AI/Advanced Analytics Projects

- Led the development and implementation of a **Customer Data Platform architecture** integrating patient demographic, behavioral, CRM, and marketing data into a unified analytics environment supporting identity resolution and patient profiles.
- Automated large-scale data classification and enrichment using Snowflake Cortex AI, transforming fragmented operational datasets into structured enterprise data assets.
- Engineered feature pipelines for an **XGBoost churn prediction model**, converting patient journey analytics into machine learning inputs capable of predicting negative engagement outcomes and enabling proactive retention strategies.
- Developed a last-touch attribution model for patient onboarding and retention analysis using prioritized source logic and flexible lookback windows, enabling improved campaign optimization and \$2.8M in profit growth within six months.
- Designed a HIPAA-compliant data schema supporting a **warehouse-native CRM solution** that enables automated patient communications during onboarding while capturing engagement data for lifecycle analytics.
- Introduced an automated lead follow-up workflow by transferring web interaction data into Salesforce CRM objects via API, reducing time-to-first-contact by more than four hours and improving response efficiency.

Overall Business Impact

- Leads increased 50% through improved targeting and analytics
- Conversions improved 24% through optimized onboarding workflows
- Time to first response improved 10x through CRM automation
- Generated \$16M+ projected customer lifetime value through improved campaign targeting.

WORK EXPERIENCE

Byram Healthcare Product Manager, Customer Data Platform

White Plains, NY

September 2023-February 2026

- Oversaw end-to-end implementation of enterprise data products, coordinating technical planning, execution, and deployment across multiple teams.
- Served as subject matter expert on the patient onboarding lifecycle, from digital intake to automated engagement workflows.
- Guided cross-functional teams evaluating AI and machine learning initiatives and presented recommendations to senior leadership.
- Assisted in aligning product development priorities with operational needs by translating business requirements into technical implementation plans.
- Enabled ML-ready datasets and analytics capabilities supporting predictive modeling and patient journey optimization.

Byram Healthcare Manager Customer Acquisition/Analytics

Guest Speaker --Transcultural Health,
Monmouth University

CHARITY WORK

Volunteer -- The Barn for the Poorest of
the Poor Food Pantry

Volunteer -- St. Mary Mother of God
Church

Coach -- St. Catherine CYO Basketball

White Plains, NY
April. 2022-August 2023

- Restructured the digital marketing program and transitioned campaign management fully in-house, launching three new advertising platforms and increasing investment by 50%.
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- Built full-funnel analytics dashboards that consolidated marketing performance across acquisition, conversion, and retention stages.
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- Implemented an automated workflow transferring web interaction data into Salesforce CRM objects via API, improving response time for patient inquiries by over four hours.
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- **Facilitated quarterly strategy sessions with senior leadership to align campaign strategy, budgets, and operational priorities..**

Diginuity Marketing Manager

Newark, DE
Dec. 2020-April. 2022

- Managed digital strategy development, campaign execution, and performance reporting for international clients.
- Specialized in paid advertising optimization while introducing onboarding programs that accelerated new-hire productivity.

Mothers Milk Bank Northeast Market Analyst

Boston, MA
Aug. 2020-Dec. 2020

- Conducted market research and financial analysis of the milk banking industry to forecast long-term pricing strategies using financial modeling in collaboration with senior leadership.

Petersen Advisors Financial Analyst

Wall, NJ
May. 2019-Dec. 2019

- Evaluated prospectuses of emerging investment funds and delivered diversification recommendations to advisors.
- Assisted in the transition of the firm's parent brokerage to an Office of Supervisory Jurisdiction.

EDUCATION

Thomas Edison University

BA. Computer Science
2022

New Jersey City University,

B.S Finance
2019
Investment Club Vice President