

DANIEL TSEMEKHMAN

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SUMMARY

Product-minded builder with a statistics degree and hands-on experience across the full product management loop: customer discovery, requirements, scoping, shipping, and measuring impact with A/B and incrementality experiments. Currently wear many hats at an AI adtech startup, from partner integrations to experiment design to client delivery. Shipped Silo Break, a 0-to-1 LLM product that lets non-technical users migrate CRM data. Technical enough to build (Python, SQL, full stack) and comfortable in front of customers.

PROFESSIONAL EXPERIENCE

Geminus AI

Dec 2025 – Present

Member of Technical Staff (product management, data, and client delivery across the platform)

- Own end-to-end delivery of ML/LLM audience segmentation for CPG advertisers across LiveRamp, The Trade Desk, and retail media networks, from client requirements through segment build, activation, QA, and results readouts.
- Define and run holdout experiments to measure campaign incrementality, and automated the lift analysis so results ship to clients faster and more consistently. Turned one-off measurement into a repeatable product capability.
- Drove the company's integration with The Trade Desk: scoped requirements, coordinated across engineering and the partner, and expanded the platform's activation and measurement capabilities.
- Built and maintained data flows and REST API integrations between activation and measurement platforms, prioritizing reliability and fast error surfacing based on user pain points.
- Act as the connective tissue between clients, data, and engineering, translating ambiguous client needs into shipped functionality.

ID Creatives (Side Venture)

Jan 2026 – Jul 2026

Co-Founder

- Co-founded an ads agency for blue-collar trades. Owned the customer relationship end to end, from first conversation through campaign delivery, and ran Meta lead-gen campaigns for local clients.

Chalice AI

Jun 2025 – Dec 2025

Sales Engineer

- Ran discovery with startup and enterprise prospects: uncovered pain points, captured requirements, scoped solutions, and translated them into live demos and tailored POC environments. The same discovery-to-spec loop product managers run.
- Identified a manual-work bottleneck and shipped automated pipelines across HubSpot, Gong, and RocketLane, cutting manual processing about 40%.
- Defined and built executive dashboards for pipeline health, deal velocity, and conversion KPIs, and documented them so the team could self-serve.

Wineman Group

2024 – 2025

Lead Developer

- Took a two-sided marketplace from requirements to launch: defined the feature set, built the full stack and REST API integrations, and iterated post-launch.
- Used statistical modeling of buyer behavior to optimize pricing, and designed recommendation algorithms to drive marketplace liquidity.

Numberly

May 2024 – Sep 2024

Data Analyst Intern

- Analyzed campaign performance across Amazon Marketing Cloud, DV360, The Trade Desk, Meta, and TikTok. Built reports that improved ad spend efficiency for enterprise clients.
- Built multi-touch attribution models and translated findings into clear recommendations for non-technical stakeholders.

NecessitEase

2022

Co-Founder

- Founded a subscription consumer goods startup. Owned product, go-to-market, and customer acquisition.

SELECTED PROJECTS

Silo Break (0→1 LLM product). Saw that non-technical teams can't migrate CRM data without engineers, so I built the fix solo: a unified API layer over siloed CRM, sales engagement, and billing data, with an LLM workflow that maps and migrates schemas. Zero to working product in about 3 weeks.

Bayesian A/B Testing for Ecommerce (Python, PyMC). Replaced p-values with Bayesian inference on conversion experiments; $P(B > A) = 97.2\%$ with about \$36k/yr expected lift on a sample test.

Customer Churn Survival Analysis (R, Cox PH). Modeled time-to-churn across 2,847 customers; annual contracts cut churn risk 47% vs monthly.

SKILLS

Product Management: Customer Discovery, Requirements & Solution Scoping, Product Roadmap Prioritization, A/B Testing & Experimentation, Incrementality / Lift Testing, KPI Definition & Dashboards, Cross-Functional Collaboration, POC Development, Stakeholder Communication, Technical Documentation, UAT / QA

Data & Engineering: SQL, Python, R, Statistical Modeling, Multi-Touch Attribution, Forecasting (SARIMA), LLM & Agent Workflows, Data Pipelines / ETL, REST APIs, Full Stack Development, AWS

Platforms: The Trade Desk, LiveRamp, Amazon Marketing Cloud, DV360, Meta, Salesforce, HubSpot

Certifications: Amazon Marketing Cloud (AWS); HubSpot Sales Hub

Languages: English (native), Russian (fluent), Ukrainian, French

EDUCATION

California Polytechnic State University, B.S. Statistics

2021 – 2025

San Luis Obispo, CA

INTERESTS

Frontier AI: follow lab research closely and build with LLMs and agents (see Silo Break). Endurance: 70.3 triathlons, marathons, open water swimming. Backpacking Central Asia, Eastern Europe, and Asia.