

Craig Dickson

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Senior Data Analyst with 10+ years driving data-driven decisions – most recently at Klarna - working with datasets at billions-of-rows scale; millions of transactions per day. Specialized in ETL optimization (40% runtime reduction), self-service analytics (35% fewer ad-hoc requests), and A/B test design that drives measurable revenue impact.

Former business owner who translates complex data into executive-ready insights. Expert in SQL, Python, and AWS; experienced in AI agent development, ML experimentation, dbt/Airflow orchestration.

Core Skills

Technical Skills

- Analytics & Experimentation: A/B testing, power analysis, hypothesis testing, cohort analysis
- Data Engineering: SQL (advanced), PostgreSQL, Python (pandas, NumPy), dbt, Airflow, ETL/ELT design
- Cloud & Infrastructure: AWS (Redshift, S3, Glue, Athena), Git
- Visualization & BI: Tableau (4x certified), Qlik Sense, dashboard governance
- AI / ML: Fine-tuning (vLLM, unsloth), evals, inference, Google Colab, Runpod, context engineering

Business Skills

- Stakeholder management across Engineering, Product, Design and Business Development
- Technical Documentation (authored Analytics Handbook)
- Revenue optimization through data-driven insights

Experience

Mar 2026 – Present

Senior Data Analyst | Contentful | Berlin, Germany

- Owning analytical frameworks that link product adoption to customer impact and business outcomes across Contentful's digital experience platform, serving 4,200+ organizations worldwide.
- Collaborating across Product Development and Customer Experience to define KPIs, build scalable measurement systems, and translate product telemetry into strategic recommendations.

2021 – Sep 2025

Senior Data Analyst | Klarna | Berlin, Germany

- Designed, implemented and optimized ETL for pre-qualification feature, cutting pipeline runtime 40% (12→7 h) and reducing failures 15%.
- Built automated AI Analytics Agent that reduced A/B test evaluation time from 4+ hours to <15 minutes, enabling same-day experiment decisions.
- Built self-service Qlik Sense dashboard apps (e.g. 9 dashboards; >1,000 views/mo); reduced ad-hoc requests 35% and standardized core KPIs across 12 teams.
- Designed and optimized A/B tests for EU KYC rollout, iterating on implementation based on results; achieved 28% churn reduction vs. initial KYC version through continuous testing and refinement.
- Authored Klarna's Analytics Handbook (SQL patterns, best practices, QA standards); established companywide analytics standards adopted by 100% of new analysts.

2020 – 2021

Analytics Consultant | craigdoesdata.com | Berlin, Germany

- Optimized boutique e-commerce funnel (segmented CRO tests); +45% checkout conversion (8-week run).
- Built GA4-to-BigQuery pipeline + Tableau model; cut time-to-insight from 1 week → 1 hour for a 6-site restaurant group.

2014 – 2021

Owner / English Teacher | Dickson English | Berlin, Germany

- Founded and scaled English language training business, growing revenue 15% YoY while securing contracts with major public/private sector clients.

2013 – 2014

Valuations Officer | Citigroup | Edinburgh, UK

- Led reconciliations across 50 funds; standardised checks that cut cycle time by 20%; supervised 7 accountants.

2006 – 2013

Senior Pricing Analyst | Franklin Templeton Investments | Edinburgh, UK

- Built Fair Value models for illiquid Level-2/3 securities with documented inputs, sensitivities, and backtesting.
- Halved manual pricing time for an illiquid fund (6h → 3h) by streamlining checks and automating steps; enabled same-day NAV cut-off.

Research

The Devil in the Details: Emergent Misalignment, Format and Coherence in Open-Weights LLMs (2025)

- Independent AI safety research replicating and extending emergent misalignment findings across 9 open-weights models (Gemma 3, Qwen 3; 1B–32B parameters) over 50,000+ model responses.
- Identified novel format-dependent vulnerability: JSON-constrained prompts double misalignment rates vs. natural language.

Education

University of Edinburgh | MA (Hons) First Class – Sociology | 2002–2006

Languages

English (Native) | German (C1)

Qualifications

- AWS Certified Cloud Practitioner
- Tableau Certified (Data Scientist, Analyst, Author, Designer)
- Google Analytics Individual Qualification
- Professional Scrum Master I
- Claude Code in Action (Anthropic)
- Elements of AI (University of Helsinki)
- Ethics of AI (University of Helsinki)
- AI Safety Atlas (AI Safety Global Society)