

CHASE LONDON

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Data leader who turns messy business problems into working data solutions. In nine years at Trane Technologies and a Trane venture, I have found where data was failing the business, designed the fix and led analysts, developers and stakeholders to deliver it. Seeking a data lead or analytics consulting role, in marketing or in new areas like supply chain, operations or finance.

PROFESSIONAL EXPERIENCE

Trane Technologies, Davidson, NC

2024–Present

Marketing Strategy & Operations, Americas

Senior Data Asset Manager

Returned to Trane to speed up marketing analytics, reporting to the Marketing Strategy & Operations Leader – Americas. Own how marketing data is combined, stored and cleaned, and act as the go-to partner when a team needs a data solution.

- Rebuilt and own the Dealer ROI Dashboard for a 3,000–5,000-dealer network, restructuring 4 internal cloud sources and 8–10 partner feeds around one dealer source of truth and date key, so it now appends monthly and runs year over year instead of resetting annually. Account, territory and regional managers use it to manage their regions and in one-on-one dealer reviews to renew enrollment and show dealers where to improve.
- Automated about 90% of the monthly dashboard refresh, which previously took multiple days of manual updates.
- Set up automated national-comparison reports for independent distributors without internal dashboard access, giving them program data they never had before.
- Led my team's migration from Alteryx to Dataiku as a member of Trane's Dataiku Champions group, testing new features before company rollout, teaching the team the tool and serving as the go-to contact for questions and issues.
- Saved the team dozens of hours a month on routine updates with more stable, scheduled Dataiku flows (about 5 hours a week personally), and built end-to-end Power Automate → Dataiku pipelines that removed multiple days of monthly manual work.
- Diagnosed errors in other teams' upstream datasets and worked with their owners to fix them, improving data accuracy and trust in reporting.
- Led the integration of new data sources, including Google Ads and BrightEdge, into existing reporting, and designed data structures that join GA4, Campaign Manager, Google Ads, Meta and LinkedIn data for performance dashboards.
- Build and maintain 20+ data pipelines for 6 brands and 4 business units, feeding 12+ Tableau reports across e-commerce, marketing programs and campaigns that leadership uses to track results and guide spend.
- Trained about 10 marketers to use self-service analytics through standard work, training sessions and ongoing support.

Magenta Technologies (a Trane venture), Fort Mill, SC

2022–2024

Data Delivery and Technical Solutions, Residential HVAC Division

Senior Data Analyst

Promoted to senior analyst on a three-person analytics team. Owned the team's data strategy and website metrics and was the main data contact for partners and adjacent teams.

- Designed the dealer locator's ranking score, combining customer feedback, response speed, Google reviews and dealer level to show the best-fit dealer first for each ZIP code.
- Found that locator searches were logged on page load, removing thousands of false "frustrated search" data points; the analysis led to simpler ranking logic, a three-dealer minimum and a now-live general contact card when no dealer is available.
- Led analysis of the move from pooled call tracking to Twilio, showing lost calls were almost all bots while average dealer call time doubled to about a minute, which reset how the business defines healthy call volume.

- Designed a BTU Calculator proof of concept, using machine learning on real housing data to weight sizing factors, with good/better/best options and local cost-to-own. Developers built the site tool from it.
- Applied machine learning and third-party data to customer behavior analysis, and built the KPI forecasts behind the annual plan.

Magenta Technologies (a Trane venture), Fort Mill, SC

2021–2022

Data Delivery and Technical Solutions, Residential HVAC Division

Marketing Data Analyst

Helped grow the data insights and strategy team, leading testing, reporting and new analysis processes.

- Ran dozens of A/B tests a year on CTAs, pages and site paths. When a low-traffic test led to removing a “contact dealer” card, traced a lasting lead drop back to the change and got the card reinstated, restoring lead volume.
- Defined new KPIs for site health, business performance and customer journeys, and built the reporting used in business reviews with Trane.
- Front-line analyst for deep dives and business questions, building the queries, tables and visuals behind reports to Trane (Alteryx, Tableau, SQL, Excel).

Trane Technologies, Davidson, NC

2018–2021

Residential Division

Digital Marketing Specialist

Built data strategy with Marketing, Customer Experience and Sales, connecting new sources through APIs and FTPs.

- Built the first Elite Dealer ROI Dashboard for Sales leaders, joining 8 data sources in Alteryx for Tableau Server; I rebuilt and took it back over in 2024.
- Automated e-commerce product scraping with Alteryx and custom code to enforce pricing and branding rules, while tracking KPIs for lead quality, customer experience and dealer engagement.

Ingersoll Rand, Davidson, NC

2017–2018

Residential HVAC Division

Marketing Associate

- Led a nationwide software rollout for dealers, distributors and corporate users.
- Turned external vendor data into decision-ready reports and built the database behind a new online shopping tool.

LEADERSHIP & VOLUNTEER

Finance Chair, United Methodist church, Mooresville, NC

2024–Present

- Built an audience-segmented monthly reporting system from accounting exports: one dataset feeds a narrative council report, operational flags for the finance team and one-page budget sheets for department leaders.
- Surfaced account-level overruns, a widening operating deficit and restricted-fund compliance issues hidden behind on-track YTD totals, and created a restricted-fund decision guide to protect donor intent.
- Leading the 2027 budget restructure: retiring legacy account codes, consolidating accounts and moving from position-based to program-based budgeting.

SKILLS

Data & reporting: Dataiku, Alteryx, Power Automate, Python, SQL, Tableau, Excel, APIs and web scraping

Marketing & web data: GA4, Campaign Manager, Google Ads, Meta and LinkedIn Ads, BrightEdge

Analysis: A/B testing, forecasting, machine learning, KPI design

Leading solutions: problem scoping, solution design, stakeholder communication, directing analysts and developers

EDUCATION

UNC Charlotte: Double major in Marketing and Management; Marketing Analytics coursework