

JEFFREY R. BAKER

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EXPERIENCE

Sr. Marketing Data Analyst

Ubisoft, 05/13 - 09/13

- Developed a dashboard in Tableau for the Assassin's Creed brand & media teams
- Conducted Ubisoft's first Facebook channel marketing campaign analysis
- Analytics liaison between engineers and marketing media team

Sr. Data Insights Analyst, Consumer Marketing

Yahoo!, Inc., 04/10 - 03/13

- Team Super Star award recipient (Yahoo!'s most prestigious distinction; peer-nominated and awarded to the top 1% of employees globally)
- Marketing organization's "Team Player Award" for data solutions & insights leadership
- Global lead for marketing campaign instrumentation, tracking and reporting
- Lead trainer for marketers on instrumentation tools, attribution, databases, and best practices
- Conduct various quantitative analytics projects, leveraging SAS and Excel: Y! Users' Daily Habits analysis; Y! Homepage impact studies, including Homepage analysis for CEO; Y! News story sharers on Facebook; Fantasy Football historic player analysis

Email Campaign Analyst

Yahoo!, Inc., 12/08 - 04/10

- Increased average Click Rate (CTD) of HotJobs Direct product by ~3x
- Optimized campaign processes to reduce annual spending (~\$50K/year savings)
- Directed Experian CheetahMail team members in enhancement of audience segmentation

Email Marketing Specialist

Yahoo!, Inc., 09/06 - 12/08

- Managed and updated all product collateral for sales teams companywide
- Managed online best practices for all HotJobs
- Trained Experian CheetahMail employees on Y! campaign delivery and management systems
- Managed advertising campaign resources for 400+ client companies

English Language Instructor

Council of Local Authorities for International Relations, 03 - 06

Technical Communicator

San Diego Supercomputer Center, 02 - 03

Associate Network Administrator

UCSD Department of Mathematics, 01 - 02

Software Quality Assurance Engineer

CoStar Group, Inc., 99 - 01

EDUCATION

M.S. Analytics, University of San Francisco

June 2015 (expected)

B.A. Philosophy, Minor in Japanese Studies, University of California San Diego

June 2003

PROJECTS

- Movie Success Forecasting, Sept-Oct 14
- Gradient Descent Function Minimization, July 14
- News Article Text Analysis (TFIDF), July 14
- Movie Review Sentiment Classifier, July 14

TECHNICAL SKILLS

- Python, R, SAS, SQL/Postgres, HTML, CSS/JavaScript, L^AT_EX, UNIX, shell scripting (bash)
- Tableau, MicroStrategy, Google Analytics, Yahoo! Web Analytics, Adobe Social, SiteCatalyst, Facebook AdsManager/Insights