

# DANIEL ELMORE

danieljosephelmor@gmail.com | 828-320-4297 | LinkedIn | Portfolio | GitHub

## Experience

### The Daily Signal

*Data & Strategy Consultant*

**Oct 2024–Present**

*Washington, D.C. (Remote)*

- Presented monthly analytics reports to leadership and editorial teams, synthesizing insights from 8 platforms (such as Google Analytics, Meta Business Suite, and YouTube Studio) to drive data-backed strategic decisions.
- Conducted advanced statistical analyses (t-tests, OLS regression, Mann–Whitney U) and time-series forecasting using Prophet to evaluate campaign performance and optimize publishing cadences.
- Spearheaded platform growth initiatives resulting in a 6-month performance surge: +45% website traffic, +1,430% Facebook reach, +430% X impressions, +170% YouTube views, and +85% podcast downloads (300K+ total across 4 shows).
- Built k-means clustering models and applied AI topic modeling (TF-IDF) on post-level data to identify high-engagement content and refine multi-platform content distribution strategies.

### The Tony Kinnett Cast

*Marketing Strategist & Producer*

**Aug 2024–Present**

*Indianapolis, IN (Remote)*

- Conducted in-depth performance analysis across YouTube Studio, Megaphone, Twitter/X, and Rumble to identify retention drop-offs, guide pacing and ad placement changes, and refine creative elements, resulting in a 100% increase in average view duration and an 800% increase in episode viewership.
- Designed, implemented, and maintained a Python-based ETL pipeline integrating YouTube, Twitter/X, and Megaphone datasets into a PostgreSQL database with schema validation and foreign key integrity, reducing reporting preparation time by 50% and enabling real-time cross-platform analysis.
- Conducted quarterly content audits using platform analytics, A/B testing, and audience behavior patterns to optimize titles, thumbnails, and hook timing for higher engagement.
- Leveraged live viewer feedback and multi-platform performance insights to guide iterative improvements in content strategy and audience engagement across digital channels.

### Chalkboard Review

*Data & Analytics Coordinator*

**Nov 2020–Nov 2022**

*Remote*

- Delivered monthly analytics reports to editorial and marketing teams using Google Analytics, Facebook, and Twitter data to surface performance trends and guide publishing strategy.
- Built dashboards in Excel, Power BI, and Tableau to track website performance, supporting content planning during peak traffic periods reaching 500K monthly readers.
- Analyzed social media performance from launch, helping scale Twitter to 2.2M impressions and Facebook to 120K reach in the final month before acquisition.

## Education

### George Mason University

*MA, Economics (GPA: 4.0)*

**Aug 2024–May 2026 (Expected)**

### Lenoir-Rhyne University

*BA, Economics with Honors; Minor in Finance (GPA: 4.0)*

**Aug 2021–May 2024**

## Projects & Skills

- Are MLB Teams Spending Smarter?: An ROI Analysis of Payroll vs. Performance** — Built SQL + Python pipeline integrating Lahman & Neil Paine WAR datasets; regression showed payroll explained only ~12% of wins, with diminishing returns above ~\$150M. Identified small-market teams (Rays, A's) achieving ~3× efficiency.
- User Behavior and Citi Bike: A Study of Behavioral Economics and Data Analytics** — Analyzed 30M+ NYC bike-share rides in R with geospatial mapping and hypothesis testing; uncovered significant differences in distance, duration, and station choice, informing pricing and access policy.
- Unlocking Labor Force Potential Through Fiscal Policy** — Modeled U.S. panel data (1976–2023) with fixed-effects regression in Excel and R; evaluated tax incentives & public spending on labor participation. Presented at the 50th Annual Eastern Economic Association Conference.
- Skills:** SQL, Python, R, Tableau, Power BI, Git/GitHub, LaTeX, pandas, NumPy, scikit-learn, XGBoost, matplotlib, ggplot2, Prophet, econometrics, statistical modeling, machine learning, time-series forecasting, clustering, classification, A/B testing, ETL pipeline design, data engineering, data visualization, database management