

# Jordan Gates

## Ad Tech Data & Analytics Specialist

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Ad tech data & analytics professional specializing in programmatic CTV and monetization measurement. I design foundational datasets and KPI frameworks, build scalable ETL & ELT workflows, and develop automated reporting layers using SQL, Python, R, and Snowflake. Proven track record of translating ambiguous business problems into standardized metrics, self-serve data tools, and deep-dive analyses that drive multi-million dollar revenue impact.

### **TECHNICAL SKILLS**

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**Languages:** SQL, Python, R

**Data Engineering:** Snowflake, ETL/ELT Data Transformation, Data Modeling, Automation

**Analytics:** KPI & Metric Design, Monetization Analytics, A/B Testing, Dashboard Design (Tableau, Looker Studio, ThoughtSpot), Attribution Modeling

**Domain Knowledge:** Programmatic CTV Advertising, Ad Operations Health, Client Strategy

### **PROFESSIONAL EXPERIENCE**

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#### **StackAdapt - Programmatic DSP & CTV Ad Tech**

Remote | Mar 2022 - Present

##### **Client Analytics Partner | Nov 2024 - Present**

- **Revenue Preservation & Strategy:** Navigated an ambiguous "0 to 1" challenge by conducting a deep-dive analysis into YoY web traffic drops; demonstrated industry-wide trends that secured \$2.5M+ in retained revenue for a top client in 2025.
- **Scaling through Automation:** Key contributor in engineering an end-to-end automated pipeline that extracts data, generates visualizations in Google Slides, and integrates AI-driven insights for campaign reviews, significantly reducing manual reporting overhead.
- **Foundational Metric Design:** Developed and standardized GRP (Gross Rating Points) and reach-based metric logic using SQL and R, creating reusable, source-of-truth measurement definitions across CTV accounts, enabling direct value comparisons between programmatic and linear TV.
- **Cross-Functional Data Enablement:** Partnered with Revenue and Data Architecture stakeholders to translate business requirements into structured datasets and automated data pulls that support downstream analytics and client-side data pipelines.

##### **Programmatic Analyst | Jan 2023 - Nov 2024**

- **Data Privacy & Governance:** Developed Python and R functions to automatically identify and mask PII within SQL queries, establishing critical data engineering guardrails for daily log-level data processing.
- **Incrementality & Lift Measurement:** Designed exposed vs. control cohort frameworks to quantify upper-funnel CTV impact, implementing audience matching logic, lift calculations, and statistical comparisons to produce scalable incrementality analyses across campaigns.

##### **Reporting Specialist | Mar 2022 - Jan 2023**

- **Reporting Automation & Standardization:** Scaled reporting capabilities through dashboard automation, standardized KPI definitions, and expanded self-service analytics access for business users.

#### **BrandX Marketing - Digital Advertising Agency**

Remote / Hybrid | May 2020 - May 2021

##### **Data Analysis & Marketing Strategist**

- **Predictive Analysis:** Synthesized data from disparate sources to forecast investment performance and inform executive stakeholder decision-making.
- **Ad Performance Optimization:** Improved cost per conversion by over 15% across all Google Ads campaigns through the use of data analysis tools, data-driven audience segmentation, and bidding strategies.

## Racers Edge Fabrication

Newport, Virginia | Feb 2017 - May 2020

### Data Analysis & Business Intelligence

- **Conversion Optimization:** Leveraged Google Analytics and A/B split testing to analyze traffic flow, resulting in a 50% increase in conversion rates through data-driven funnel optimization.
- **Health Monitoring:** Established and monitored core KPIs to evaluate business health and investment performance, driving informed revenue-growth strategies.

## U.S. Army Reserve

Bedford, Virginia | Nov 2013 - Nov 2019

### Vehicle Recovery Team Leader

- **Leadership & Execution:** Managed the training and performance of subordinate soldiers in high-pressure environments, utilizing computer-based diagnostic systems to plan and execute complex technical repairs.

## TECHNICAL PROJECTS

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### Programmatic CTV Brand Lift Analytics Pipeline

Feb 2026 | [jgates62.github.io/#ctv-brand-lift](https://jgates62.github.io/#ctv-brand-lift)

- Developed an end-to-end analytics workflow using Python, SQL, and BigQuery to transform raw impression and survey data into modeled, analysis-ready fact tables and standardized lift metrics.
- Engineered an ELT pipeline with cohort logic for exposed vs. control populations, generating reusable lift and response-rate metrics for scalable reporting.
- Built automated reporting and a Looker Studio dashboard to support scalable, self-service ad performance analytics.

### Predicting Physiological Sports Performance Metrics with Neural Networks

Jan 2022 | [jgates62.github.io/#cycling-nn](https://jgates62.github.io/#cycling-nn)

- Reproduced and improved results from a technical study titled 'Predicting oxygen consumption in high intensity cycling exercise' through the use of more complex neural network modeling.
- Utilized a similar Python Tensorflow RNN model on real-world time series datasets to predict the future heart rate of an athlete throughout a workout and achieve an  $R^2$  score of 0.993 on both train and test data.

### Income Classification Modeling Hackathon

Nov 2021 | [jgates62.github.io/#income](https://jgates62.github.io/#income)

- Built an end-to-end machine learning workflow to predict the probability of individuals earning >\$50K using the UCI Adult Census dataset. The project simulated real-world business trade-offs by constraining samples, features, or algorithms, requiring strategic metric design and model optimization under limitations.

## EDUCATION & CERTIFICATIONS

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### **DataCamp** | November 2024

Certified Data Engineering Professional (SQL & Python Pipelines, Data Modeling)

### **General Assembly** | January 2022

Data Science Immersive (Algorithms, Machine Learning, Predictive Modeling).

### **Liberty University** | Graduated June 2016

B.S. in Criminal Justice, Minor in Strategic Intelligence