

Jordan Gates

Ad Tech Data & Analytics Specialist

540-315-0409 | jgates19@gmail.com | Blacksburg, VA | linkedin.com/in/j-gates/ | [jgates62.github.io](https://github.com/jgates62)

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

Languages: SQL, Python, R

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

Analytics: KPI & Metric Design, Monetization Analytics, Attribution Modeling, Dashboard Design (Tableau, Looker Studio, ThoughtSpot)

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

PROFESSIONAL EXPERIENCE

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:** Partner 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

Programmatic CTV Brand Lift Analytics Pipeline

Feb 2026 | igates62.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 | igates62.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 data sets 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 | igates62.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

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