

# Michael Jordan

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*Tech leader in data & analytics. Took a planned sabbatical in 2023 to pursue a full-time graduate program in ecology, a personal interest, now returning to my core career.*

## EDUCATION

<b>Imperial College</b>	<i>MSc in Ecology</i>	London, UK	2023–2024
- Coursework in Machine Learning, Advanced Statistics, Genomics, Carbon Cycle, GIS.			
<b>Harvard University</b>	<i>BA in Economics</i>	Cambridge, MA, USA	2004–2008
- Coursework in Econometrics, Statistics, Linear Algebra, Corporate Finance, Capital Markets.			

## EXPERIENCE

### Google

Business Analyst Manager - YouTube	<i>Singapore</i>	2021–2023
<ul style="list-style-type: none"><li>- Analytics Lead for YouTube Trust &amp; Safety global operations. Managed a 3-person BA team providing actionable insights into key business metrics. Partnered with cross-functional Directors to set annual goals, quarterly OKRs, and KPIs. Planned and led strategy offsites. Mentored team members for professional development and advancement.</li><li>- Partnered with Directors of Detection Engineering and Vendor Operations to model opportunities for cost savings created by improvements in ML models detecting violative content, informing headcount governance and reducing reliance on contracted review vendors. <b>Saved \$2M-\$4M in vendor cost</b> in typical governance cycle.</li><li>- Reduced operational and technical debt by increasing SQL pipeline code quality, streamlining inefficient workflows, partnering with Data Engineering to enhance upstream data, and clarifying SLAs and roles &amp; responsibilities with stakeholders. <b>Cut time team members spent bug-bashing by 50%.</b></li></ul>		
Senior Business Analyst - YouTube	<i>Singapore</i>	2019–2021
<ul style="list-style-type: none"><li>- Led data analysis for YouTube Trust &amp; Safety vendor operations. Built production SQL pipelines in BigQuery to process &gt;1 TB datasets. Conducted statistical hypothesis testing (e.g., t-tests) in R and root cause analysis in Python using pandas and NumPy via Google Colab to diagnose operational issues. Applied quasi-experimental methods (e.g., difference-in-differences, synthetic controls) to estimate the causal impact of interventions aimed at improving business efficiency. Presented actionable insights in VP-level executive forum. Built interactive dashboards in Google Data Studio to enable stakeholder decision-making. Earned GoogleSQL readability and <b>level promotion</b>.</li><li>- Developed a vendor utilization metric end-to-end (authored business requirements, secured stakeholder alignment, built SQL pipelines, created visualizations, and led enablement). Project-managed cross-functional initiatives that <b>increased utilization from 55% to 85%, preventing \$45M in waste annually</b>.</li><li>- Supported COVID-19 business contingency planning by building rapid-response SQL pipelines to detect early failures in critical content moderation workflows. <b>Caught multiple P0/OMG bugs</b> that would have caused wide-scale outages.</li></ul>		
Financial Analyst - Android	<i>Singapore</i>	2017–2019
<ul style="list-style-type: none"><li>- Led financial planning and analysis for Asia-Pacific Android partnerships. Modeled customer LTV in Google Sheets. Built business metric pipelines in SQL and Python using pandas, conducted hypothesis tests and forecast trends using R. Supported Business Development with financial modeling and strategic analysis, deal review, and PO processing.</li></ul>		
Technical Product Expert - gTech	<i>Cambridge, MA, USA</i>	2014–2017
<ul style="list-style-type: none"><li>- Diagnosed issues in Google Ads bidding, conversion tracking, and ad targeting. Ran A/B experiments to optimize performance. Partnered with Product on feature development. Queried SQL databases. Earned <b>level promotion</b>.</li></ul>		
Optimization Specialist - gTech	<i>NYC, NY, USA</i>	2012–2014
<ul style="list-style-type: none"><li>- Analyzed performance of Google Ads Dynamic Remarketing campaigns (CTR, CPA, ROAS) for Sales teams and clients.</li></ul>		

*Experience prior to 2012 includes analytical roles at Meebo (social media), Mindset Media (ad tech), and Alliance Consulting.*

## SKILLS

**Languages:** SQL, Python, R, Bash  
**Tools & Platforms:** BigQuery, Git, SSH, VS Code, Google Colab, Google Data Studio, Tableau, Excel, Google Sheets  
**Operating Systems:** Linux, Windows  
**Statistics & ML:** Causal Inference, Linear Modeling, Dimensionality Reduction, Clustering, Classification, Model Selection

## INTERESTS

**Endurance Sports (Personal Best):** Ironman (13:33:37), half Ironman (5:16:24), marathon (2:58:40), 5K (18:43)  
**Volunteering:** [Transient Workers Count Too](#), [Rosie's Place](#), [MarAlliance](#), [Singapore Nature Society](#)