

# Michael Jordan

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## EDUCATION

### Imperial College

*Master of Science (MSc) in Ecology (Distinction)*

London, UK

2023–2024

- Dissertation using DNA metabarcoding and machine learning to measure biodiversity. Coded in R.
- Coursework in Machine Learning, Advanced Statistics, Genomics, Carbon Cycle, GIS.

### Harvard University

*Bachelor of Arts (BA) in Economics*

Cambridge, MA, USA

2004–2008

- Coursework in Econometrics, Statistics, Linear Algebra, Corporate Finance, Capital Markets.

## EXPERIENCE

### Google

Analytics Lead - YouTube

Singapore

2021–2023

- Business Analyst Manager owning data and statistical analysis into operations (enforcement decision quality, vendor utilization) for YouTube Trust & Safety, ~400 person org requiring 24/7 global coverage.
- Managed 3-person BA team owning business metrics and causal inference testing. Collaborated with cross-functional Directors to develop strategic plans, annual goals, and quarterly OKRs. Owned insights in VP forum. Mentored team for professional development. Communicated complex results to non-technical audiences.
- Developed a model in collaboration with Detection Engineering and Global Scaled Operations teams to capture cost savings created by improvements in machine learning detection models. Saved hundreds of headcount per cycle.
- Reduced operational and technical debt (streamlined processes, increased SQL coding standards, worked with Data Engineering team to improve upstream data). Cut time spent on bug-bashing and manual tasks by over 50%.

Senior Business Analyst - YouTube

Singapore

2019–2021

- Owned data and statistical analysis into vendor operations for YouTube Trust & Safety. Coded SQL pipelines in a production environment using BigQuery to handle large (>1 TB) datasets, developed business metrics, set KPIs, used time series data to generate insights for VPs and Directors, conducted root cause analysis, conducted hypothesis tests using R, built visualizations in Google Data Studio. GoogleSQL readability. Level promotion.
- Developed, coded, and scaled a vendor utilization metric. Collaborated cross-functionally to project-manage initiatives that increased utilization from 55% to 85%. Prevented tens of millions of dollars in lost spend annually.

Financial Analyst - Android

Singapore

2017–2019

- Owned financial planning and analysis for Asia-Pacific Android partnerships. Designed LTV models using Google Sheets. Forecast key metrics trends. Supported Business Development team with financial analysis for pitch decks. Owned deal and PO approval. Coded data pipelines using SQL. Analyzed data using Python and R.

Technical Product Expert - gTech

Cambridge, MA, USA

2014–2017

- Debugged AdWords bidding algorithm (Target ROAS, Target CPA) and conversion tracking issues for clients and internal stakeholders. Queried SQL databases. Conducted A/B experiments. Level promotion.

Optimization Specialist - gTech

NYC, NY, USA

2012–2014

- Supported Sales teams and external clients by analyzing Dynamic Remarketing campaign performance to identify opportunities to increase click-through rate (CTR) and conversion rate.

*Experience prior to 2012 includes analytical roles at two venture-backed startups, Meebo (social media and digital advertising) and Mindset Media (ad tech), as well as in management consulting at Alliance Consulting Group.*

## SKILLS

**Languages, Software, & OS:** SQL (Window Functions, CTEs), R (tidyverse, ggplot2), Python (Pandas, Matplotlib, SciPy), Bash, Spreadsheets (Array Formulas, Pivot Tables), Windows, Linux

**Development & BI Tools:** Version Control (Git), Bug Tracking (Google Issue Tracker), SSH, IDEs (Visual Studio Code), Data Visualization (Google Data Studio), Cloud Data Warehousing (BigQuery)

**Statistics & Machine Learning:** Causal Inference (t-test), Linear Modeling (Mixed Effect Models, GLMs), Dimensionality Reduction (PCA), Clustering (K-Means), Classification (Logistic Regression), Model Selection (AIC)

## 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](#)