ANTHONY W. BAKER

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PROFESSIONAL EXPERIENCE

DataCamp

DataCamp is an interactive online platform to learn and teach data science. DataCamp received $31 million in funding, grew over 3000% since 2015, and was awarded a Deloitte Fast 500 award for being the 36th fastest growing company in the technology sector.

Senior Product Manager _April 2018 - present_

Pivoted the business model and strategy for the mobile app and increased NPS by 80% and content engagement by 126%. Shaped a stable, long term vision and strategy for the mobile app. Built a product roadmap to test product-market-model-channel fit for a new mobile audience. Established both long term KPIs for whole product areas as well as success metrics for each feature launch. Conducted user research. Led design sprints to prototype innovative solutions for both B2C and B2B. Initiated changes across the product organization including an increased focus on user-centered design. Designed, ran, and analyzed over 50 A/B tests. Launched a signed-out experience for 3.7 million monthly active visitors. Launched a service to offer dynamic, time-bounded discounts that have brought in over 25,000 new subscribers worth over $13 million cash-in. Continuously refined team processes and fostered a team-first culture. Cut projects into vertically-scoped MVPs to provide value quickly.

Data Scientist _May 2018 - present_

Built a data pipeline that ingested data from spreadsheets, APIs, and other databases leveraging Python, R and SQL. Built a lead scoring algorithm to filter and score users on their likelihood of becoming sales leads. Architected a scalable experimentation framework. Analyzed experiments and advocated for A/B test best-practices. Deployed a machine learning model to recommend courses. Developed multiple dashboards to track team KPIs. Conducted EDA to identify new opportunities / product areas. Led weekly training sessions and mentored other data scientists.

Email Designer _June 2016 - July 2018_

Designed and built an email marketing engine with over 100 different automated emails including, drip, transactional, and newsletter-style emails. Designed responsive emails using HTML table layouts. Built a dynamic templating system with over 70 components to enforce brand guidelines and increase code-reusability.

User Retention Manager _June 2016 - April 2018_

Responsible for developing strategy and implementation of engagement, growth, and retention initiatives. Developed and implemented newsletters, email (drip) campaigns, cancellation flows, and built the marketing automation tech stack. Developed and optimized in-app nudges such as notification messages and course completion pages. Wrote copy for all retention initiatives, including email, in-app notifications, promotions, and landing pages.

Judith's Reading Room / Executive Board Member _February 2014 – Present_
Judith's Reading Room is a nonprofit that promotes literacy by delivering custom libraries to organizations around the world and recognizes excellence in the field of literacy through the Freedom Through Literacy annual award.

HarvardX / Project Manager _December 2015 - April 2016_
HarvardX is Harvard University's EdX branch for producing Massive Open Online Courses (MOOCs).

EDUCATION

Harvard Graduate School of Education - Ed.M. Technology, Innovation, and Education	May 2016
Lafayette College - A.B. English (Creative Writing), A.B. Computer Science, varsity football (NCAA D1)	May 2015
Phillips Exeter Academy	June 2011

LANGUAGES & BUZZWORDS

R	A/B testing	Data-driven	Cross-functional
Python	UX research	Design thinking	Earliest-loveable product
SQL	Innovation	Landscape construction	Design sprint
Apache Airflow	Growth	Roadmapping	Minimum viable product

R | Python | SQL | Tidyverse | Apache Airflow | A/B testing | Lean startup | Design thinking | Design sprint | Data-driven | User story mapping

Authess / Intern *South Boston, MA, February 2016 – Present*

- Conducted a literature review, collected data to train a machine learning algorithm, and designed a functional element to incorporate into the Authess platform. Developed, tested, and gathered data on the functional element. Gained professional experience in product management and web development. Worked with the CEO and product team to manage the product roadmap and prepare the product for launch. Authess is a startup that is developing mobile and online authentic assessments.

Harvard Business School / Graduate Academic Technologist

Allston, MA, September 2015 – Present

- Worked with graphic designers to turn mockups into functional and clean webpages, wrote scripts to safely and efficiently migrate terabytes of video assets, developed new web apps to incorporate third party APIs, evaluated teaching and learning technologies and their ability to meet the Business School's needs, wrote research reports to give faculty a contextual understanding of technological capabilities, tested and developed simulations, provided in-class support for 90 MBA students, and designed an online course to onboard new employees.

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Lafayette College / Writing Associate, Peer Mentor & Tutor

Easton, PA, August 2012 – May 2015

- Hosted monthly conferences with students to develop composition, editing, and revision skills, introducing and reinforcing writing concepts and strategies. Held drop-in hours and attended weekly staff meetings to discuss research on writing through the lens of education. Worked with professors to assess and analyze student needs, creating a custom approach for each conference focusing on high-level writing concerns such as structure, flow, thesis, and voice. Hosted weekly meetings with first-year students, mentoring them as they adjusted to college life and provided individualized support and advice. Conducted workshops, wrote summary reports for coaching staff, served as a positive role model, and advised students about available resources at Lafayette College.

Clover Creative Group / Copywriter

Meredith, NH, June 2014 – August 2014

- Wrote press releases, taglines and generated web content. Created advertisements in Photoshop designed for social media marketing.

Court Appointed Special Advocates of New Hampshire / Communications Intern

Manchester, NH, June 2014 – August 2014

- Developed a mobile website, streamlined their web presence, overhauled previous web services, and produced videos, slideshows, and posters for various events. Court Appointed Special Advocates is a nonprofit that advocates for abused and neglected children in court.

Lafayette College Information & Technology Services / Technical Writer

Easton, PA, September 2013 – May 2014

- Wrote news updates and user guides that were published on the Lafayette ITS website. Worked closely alongside desktop engineers to create user-friendly and concise documentation for new technological products for students and faculty.

PROJECTS

Email Server & Ambient Display

Cambridge, MA, December 2015

- Wrote scripts to automate an email account and scrape various websites for event information to store in a SQL database on a Raspberry Pi. Users received personalized emails containing information about upcoming events from multiple sources based on their preferences. The Raspberry Pi was mounted on a customized disco ball that visualized the database activity through the reflecting patterns of lights and motion of the disco ball.

Machine Learning Shakespeare Remix

Cambridge, MA, October 2015

- Wrote a machine-learning algorithm to generate text that mimics William Shakespeare. Using Markov chains, the algorithm read in Shakespeare's collected works, then repeatedly calculated and selected the next most likely word. The work was presented in response to Walter Benjamin's "The Work of Art in the Age of Mechanical Reproduction."

Literacy Data Research Tool

Easton, PA, February 2013 – May 2015

- As part of a Digital Humanities initiative, I compiled a dataset of student writing then built a search engine that could execute complex Boolean queries, perform statistical analysis on 20 years of data, and provide several customizable viewing options.

HONORS & AWARDS

- Gilbert Prize in English – Spring 2015
- Recipient of Library Dedication in Lahore, Pakistan – Spring 2015
- Robert Beane '58 Intern Scholar – Summer 2014
- Judith's Reading Room Award of Excellence – Spring 2014
- Dean's List & Academic Honor Roll – Fall & Spring: 2011-2015
- EXCEL Research Scholar – Summer 2013
- Lafayette College Football Varsity Letter (NCAA D1-AA); 2013 Patriot League Champions – Fall: 2012, 2013, 2014