

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.*

#### Product Manager April 2018 - present

Worked with both Growth and Demand Gen teams. Launched a new 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. Ran multiple onsite promotions responsible for over \$13 million cash-in. Initiated changes across the product organization including an increased focus on user-centered design. Designed, ran, and analyzed over 50 A/B tests. Created a service to empower marketers to deploy custom landing pages. Coordinated with stakeholders to create quarterly product roadmaps. Continuously refined team processes and fostered a team-first culture. Cut projects into vertically-scoped MVPs to provide value quickly. Conducted user research. Led design sprints to prototype innovative solutions for both B2C and B2B acquisition and conversion goals.

#### 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. 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, Cambridge, MA

May 2016

Ed.M. Technology, Innovation, and Education

Lafayette College, Easton, PA

May 2015

A.B. English (Creative Writing), A.B. Computer Science, varsity football (NCAA D1)

Phillips Exeter Academy, Exeter, NH

June 2011

## LANGUAGES & BUZZWORDS

R  
Python  
SQL  
Apache Airflow

A/B testing  
UX research  
Innovation  
Growth

Data-driven  
Design thinking  
Landscape construction  
Prioritization

Cross-functional  
Communication  
Design sprint  
Minimum viable product