


Ben Coake

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“Dependable, efficient and highly ambitious STEM graduate with a passion for Data Science”

Over the last 5 years, I have worked tirelessly to transform my talent from young worker and student to experienced professional with the qualifications to match. There is no greater joy than sharing my knowledge with peers, and motivating people to fulfil their potential. Especially in the current economic climate, businesses are continually changing, and this does not phase me. Adapting to situations is made simple by using a combination of training, experience, and personal judgement to overcome obstacles. I have an affinity for numbers and data, thriving in areas with the toughest time restrictions or budgets. I think conscientiously and look for smaller details that others miss, making me just as analytical as I am efficient.

Employment History

Data Analyst, ITV 09/24 - Present

- Owning ITV’s flagship ‘Retail Match’ targeting package, providing bespoke measurement solutions to showcase the impact TV advertising has on sales uplift.
- Building addressable postcode targeting solutions to drive commercial revenue.
- Product-oriented mindset following Kanban & Scrum methodologies to plan team dev work.
- Assisting with ad-hoc queries, bugs and reporting solutions across multiple disciplines including Data Science, Data Engineering, Business Change & Commercial Sales.

Platform Support Associate, ITV 01/22 - 08-24

- Providing technical support and specialist knowledge for a suite of VOD ad serving platforms.
- Owning reporting across platforms using Excel/G Sheets, Looker & Databricks.
- Commitment to continuous service improvement, particularly focussed on automation.
- Working in accordance to agile methodology (Kanban), using tools such as Jira & Freshservice.

Educational Training

MSc Data Science (Statistics), University of Leeds 2026

Level 4 Data Fellowship, Multiverse 2024
Grade: Distinction.
EPA: *DataMatch Campaign Measurement.*

BSc Mathematics, University of Kent 2021
Grade: Upper Second Class with Honours.
Diss: *The Topological Classification of Surfaces.*

Secondary Education, Holcombe Grammar School 2017
A-Level: [Further] Mathematics (AB), Music (C).
GCSE: 12 A*-B grades including English and Mathematics.

Hobbies

I am an avid table tennis player, playing competitively in my local league. I was a gymnast formerly; my greatest sporting achievement was becoming the Kent Under 13’s Champion in 2011. I play piano to Grade 7 standard, and remain a loyal follower of the EDM community - with an ‘encyclopaedia’ of music to match!

References

References are available on request.

Skills

- **Data Tooling**
MS Excel / G Sheets, GCP, Databricks, Tableau
- **Programming**
SQL, Python, R, L^AT_EX
- **ITSM & Project Management**
Jira, Freshservice, Scrum, Kanban
- **Interpersonal**
Stakeholder Management, Complex Problem Solving, Accountability