**CHRISTOPHER M CAMPBELL, MBA**

San Francisco Bay Area ¨ 617-875-1944 ¨ [campbefs@bc.edu](mailto:campbefs@bc.edu) ¨ [GitHub](https://github.com/campbefs/) ¨ [Portfolio](https://campbefs.github.io/campbell-portfolio/)

**SUMMARY**

High-performing tech professional – full-stack web developer, data scientist & MBA graduate – with 10+ years of experience. My work involves creating high-quality web products that can scale to the delight of millions of users. I have a deep familiarity with product analytics, as well as frontend & backend technologies. I am currently interested in exploring full-stack web developer roles.

**EXPERIENCE**

Jan ’19 – Pres. **FACEBOOK, INC MENLO PARK, CA**

**Senior Product Analyst, Business Interfaces**, **Product Experience Analytics**

• Promoted to lead analyst for several cross-platform business products under the umbrella of “[Business Suite](http://business.facebook.com/)”

• Developed user experience metrics for two successful [go-to-market products](https://www.cnbc.com/2020/09/17/as-main-street-crisis-worsens-facebook-launches-small-business-hub.html) adopted by millions of businesses

• Increased topline Business Sharing metrics by 6% by identifying gaps in our new business product offerings

• Built production clickstream datasets for product area, used to develop Task Completion Rate & other UX metrics

• Drove incremental business growth by over 200K by recommending product improvements based on analysis

• Mentored junior analysts, created project plans, taught analytics workflows & provided formal feedback

2017 – 2018 **WAYFAIR, LLC BOSTON, MA**

**Senior Analyst, Product Sort & Recommendations, Web Analytics**

• Lead analyst for Product Sort, turning massive datasets based on customers’ click data into actionable insights

• Strategize with partners in Product and Data Science to develop and assess new personalization algorithms

• Developed a new methodology for analyzing KPIs that maps funnel metrics to customers’ click locations

• Built a production algorithm to identify incorrectly classified products, helping drive a $750K+ revenue increase

• Managed an A/B test for a sorting algorithm that led to a $1.5M revenue increase by showing better product mix

• Improved metrics by uncovering an issue with an algorithm that erroneously surfaced very expensive products

2011 – 2017 **LIBERTY MUTUAL BOSTON, MA**

**Business Analyst, Data Analytics Team, Strategy & Analytics Department** 2015 - 2017

• Analyst on a high-exposure team comprised of mostly senior professionals dedicated to strategic initiatives

• Investigated loss trends, created presentations, and presented analyses to executive audiences on a monthly basis

• Developed a cross-functional solution to a data integrity issue that was overinflating loss costs by 25 – 30%

• Supported an executive-sponsored workstream as the analytics lead; aimed at saving $40M on litigation expenses

**Claims Specialist III 🡪 Senior Claims Specialist, Claims Operations** 2011 - 2014

• Analyzed and priced injury claims by reviewing facts of loss, medical bills, treatment notes & lost wage data

• Negotiated over $1M in settlements per year with attorneys and directed litigation strategy for litigated files

**EDUCATION**

August 2017 **BOSTON COLLEGE CHESTNUT HILL, MA**

Master of Business Administration (MBA) degree, Concentration in Business Analytics GPA 3.8

*Related Coursework*: Risk Analysis and Simulation, Statistics, Management Science, and Machine Learning

May 2009 **UNIVERSITY OF MASSACHUSETTS BOSTON BOSTON, MA**

Bachelor of Arts degree, Double major in English and Philosophy, Economics minor, *magna cum laude* GPA 3.5

**TECHNICAL**

* **Data Analysis:** A/B Testing; Statistical Analysis; Data modeling; Data Visualization (Matplotlib, Plotly, Tableau, Excel); Decision Trees; Optimization; Monte Carlo simulation; Sensitivity Analysis; & User Experience Analytics
* **Technical Skills:** Python (Pandas/NumPy/Plotly); SQL (tech interviewer); ETL/data pipelines; HTML/CSS; JavaScript; JQuery; APIs; REST; AJAX; Node.js; mongoDB; NoSQL; ORM; ODM; React; Webpack; multiprocessing; PWAs; Git; Presto; Vertica; SAS; Hive; and Advanced Excel
* **Data Mining / Machine Learning:** Linear & Logistic Regression; k-NN; Naïve-Bayes; & Anomaly/Outlier Detection
* **Product Management:** Roadmapping; Agile; UX; Lean/Six Sigma; Project Planning; & Strong Presentation skills

**ADDITIONAL**

* UC Berkeley Extension – Berkeley Coding Boot Camp (Expected Graduation July 2021)
* Prospanica (National Society of Hispanic MBAs) – Boston Chapter
* SAS Enterprise Guide: Querying and Reporting Certificate, SAS Institutes (2016)
* Eagle Scout, Boy Scout of America (2004)