

JASON YOUK

Sr. Data Scientist

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Jason Youk Specialties: Analytics, Dashboard, SQL, Python, SEO, Experimentation

WORK EXPERIENCE

HOUZZ

Senior Data Scientist, Product - Growth, Lifecycle, SEO | May 2020 - Current

- **Experimentation:** Successfully designed and executed user-based and URL-based A/B tests to drive data-driven decision-making and optimize user experiences. Employed statistical analysis techniques and experiment design principles to evaluate test results and provide actionable insights for product improvement.
- **ETL Pipelines:** Developed robust and efficient Extract, Transform, Load (ETL) pipelines to ensure seamless data integration and processing. Leveraged tools and frameworks like Hive, Presto, and Spark to handle large-scale data sets and facilitate data-driven decision-making.
- **Dashboard Creation:** Created intuitive dashboards using Tableau, Redash, and Plotly to provide key stakeholders with real-time insights into business metrics and performance indicators. Effectively communicated complex data trends and patterns through interactive visualizations.
- **Product Analytics & SEO Analytics:** Utilized advanced analytical techniques to extract valuable insights from product usage data and SEO analytics. Collaborated with cross-functional teams to identify growth opportunities, optimize user acquisition, and improve conversion rates.
- **Ad-Hoc Analysis:** Performed ad-hoc analysis to answer specific business questions and provide actionable recommendations. Leveraged statistical modeling, data mining, and machine learning techniques to uncover trends, patterns, and opportunities for optimization.
- **Automation with Python:** Developed Python scripts for automating repetitive tasks, streamlining data processing workflows, and enhancing overall productivity. Implemented efficient data retrieval, transformation, and reporting mechanisms to enable data-driven decision-making in a timely manner.

HOUZZ

Data Scientist, Product | Jun 2019 - Current

- Experimentation
- User-based and URL based a/b tests.
- Product analytics & SEO Analytics
- Tools for automation, pipeline, dashboards.

HOUZZ

Seo Manager | Jul 2017 - Jun 2019

- SEO Audits
- SEO Ad-Hoc Analysis
- SEO testing automation - A/B test - Building python SEO tools for automation and analysis
- Custom SEO crawlers in python
- Generating SEO Dashboards in Tableau and python for reporting

SURVEYMONKEY

Analytics - Data Analyst | Sep 2016 - Jun 2017

- SQL Server - Hadoop / Hive
- Sitespect data - A/B test data
- Tableau Dashboards
- Generating stored procedures for dashboards
- Ad-Hoc Analysis - Supporting billing and payment teams data.

SURVEYMONKEY

Online Marketing Manager - Seo | Jun 2015 - Sep 2016

- International SEO -- localizing and rolling out 60 ccTLDs.
- Created python tools for SEO audits, such as a keyword gap tool to find overlapping keywords for a given number of competitors that your site is not ranking for.
- Wrote a script to generate hreflang sitemaps for our international domains.
- Built a crawler to alert of any 4XX, 5XX errors.
- Also, created a tool to identify user-generated spam using tf.

WALMART ECOMMERCE

Seo Internet Marketing Manager | Jul 2013 - Jun 2015

- Built several web-crawlers written in python to crawl browse pages, cp pages, copy blocks, and item results across walmart.com for auditing, site health, sitemaps, and content tracking. Also, built a web-crawler to crawl competitor sites.
- Managed and wrote python script for walmart store locations for local SEO syndication
- Developed and executed SEO strategies for walmart.com's categories.
- Managed backlink profile for walmart.com

MOONRISE MEDIA

Senior Marketing Strategist - Seo | Mar 2012 - Aug 2012

- Provided national and local SEO
- conversion rate optimization
- A/B split testing sales funnels

SAN FRANCISCO CHRONICLE AND SFGATE

Manager, Seo and PPC Performance | Aug 2012 - Jul 2013

- Developed and executed SEO recommendations for the top 80+ advertisers to provide leads and improve conversion rate by performing keyword analysis, web analysis, analytics analysis, and backlink analysis.
- Tested and Provided SEO solutions that have improved search engine crawlability and SERP across all advertisers.
- Analyzed and optimized PPC campaigns for the top 80+ advertisers to improve conversions by performing keyword analysis, web analysis, analytics analysis, and campaign optimizations.
- Worked with key clients such as company.com and wineluxury.com
- Presented monthly analytic reports to executive stakeholders on the KPI for local.sfgate.com and cars.sfgate.com

EDUCATION

LA SIERRA UNIVERSITY

Bachelors | 2004 - 2008

UNIVERSITY OF SAN FRANCISCO

Marketing | 2011 - 2011

SKILLS

A/B Testing, Pipelines, Hive, Presto, Spark, Tableau, Redash, Plotly, Product Analytics, SEO Analytics, Data Visualization, Statistical Analysis, Python Scripting, Ad-Hoc Analysis, Problem Solving, Communication Skills