

Brock Donovan

Address: 15 Crown St #1C Brooklyn, NY 11225

Phone: (847)-309-2192

Email address: brockdonovan@gmail.com

Website: www.brockdonovan.com

Github: <https://github.com/docbronovan>

LinkedIn: <https://www.linkedin.com/in/brock-donovan-6054a525>

EDUCATION

University of Illinois Champaign-Urbana

B.S. Electrical Engineering May 2008

SKILLS

Databases: PostgreSQL, MySQL Redshift, Vertica

Other: Google Analytics

Programming: Python, R, SQL, HTML, CSS

Big Data: Apache stack

EXPERIENCE

Major League Soccer – Manager Analytics and Insights

April 2017 – Present

Responsible for prioritizing data and insights as a key strategic asset for building fan relationships and driving value from digital content. Work with internal stakeholders, clubs and partners to facilitate the use of data and analysis to make informed operational decisions.

- Provide user behavior and content performance insights.
- Create data and reporting standards, shift from institutional knowledge to data-driven.
- Work with content, video and social teams to create unified data source for reporting.

Orchard Platform – Data Analyst

March 2016 – April 2017

Orchard is a leading provider of tech and analytics to the marketplace lending industry.

- Lead user interaction analysis using Google Analytics. Provide insights into client interactions with platform to executive team.
- Design and build system for creating, databasing, and automating client reports.
- Create internal tools using Shiny & Flask to share insights and enable client services, sales, marketing and data science teams to monitor and investigate data.

Organizing for Action

October 2013 – March 2016

OFA is a nonprofit 501c4 that advocates for the agenda of President Barack Obama. OFA maintains his digital resources: www.barackobama.com, @barackobama, email list, etc.

Digital Analytics Manager

- Harness data insights for social media accounts that reach over 65 million people and an email list of millions of supporters.
- Lead A/B testing efforts. Monitor & report on website activity and campaign performance.
- Support all teams across company with data analysis & customized reporting.

Previously: Analytics Engineer

- Automate reporting using Python, R, SQL (MySQL, PostgreSQL, Amazon Redshift).

Presenter – Analyst Institute Yearly Conference 2015

- Presented design and results for Facebook Advertisement test which led to 15% increase in supporter donations.

Geeks without Borders Hackathon Chicago 2013

- Member of winning team of 10 technical and non-technical participants who created a single data platform and user interface for the Greater Red Cross of Chicago.

University of Illinois at Chicago

Graduate appointment UIC - School of Public Health

Aug 2012 – Aug 2013

- Data analysis & visualization creation using R. Results published in [PLOS ONE](https://doi.org/10.1371/journal.plosone.0181111)

Motorola Solutions Inc.

Senior Systems Engineer

Oct 2008 – Aug 2012

- Implemented software and hardware upgrades to multimillion-dollar digital radio systems