

JJ Espinoza

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[My Blog](#)
[My GitHub Code Repository](#)

Summary of Qualifications

Advanced analytics manager with 6 years of hands on experience in statistical modeling, econometrics, and machine learning using tools such as R, SAS, SQL in the entertainment, retail, and technology industries

Strategic leader with experience leading teams of economists and statisticians, project management, client management, identifying new and innovative projects, mentoring and developing teams of up to 4 direct reports

Communicator skilled at communicating complex analysis to all levels of an organization, university lecturer, and in technology and analytics conferences; data visualization, PowerPoint, compelling and logical thinker

Business expert with delivering insightful research in the retail, technology and entertainment industries

Career Progression

The Walt Disney Company

2012-Present

Managing Consultant (Manager) | Management Science and Integration

- **Advanced Analytics:** Improved TV ratings forecast accuracy by 17% through machine learning algorithms
- **Strategic Leadership:** Drafted road-map for model development, business integration and data integration
- **Communication:** Garnered senior executive support for deeper digital marketing effectiveness analysis
- **Business:** Presented to 300 co-workers on digital marketing including: paid, owned, and earned marketing

Senior Analytics Consultant | Management Science and Integration

- **Advanced Analytics:** Increased TV revenues by 21% by leveraging marketing mix modeling
- **Strategic Leadership:** Increased operational efficiency by 200% by leading team of overseas developers
- **Communication:** Effectively communicated complex models to all levels of the organization (CMO, SVPs)
- **Business:** Subject matter expert in marketing effectiveness (TV, Digital, OOH, Print, Cable, etc.)

Econ One Research

2011-2012

Economic/Statistical Analyst

- **Advanced Analytics:** \$400M in settlements by cleaning complex data and leveraging advanced statistics
- **Strategic Leadership:** Lead resource allocation of other analyst to meet deadlines and deliver quality results
- **Communication:** Created compelling data visualizations in high profile cases (Google, Apple, Panasonic)
- **Business:** Produced in-depth research of the gaming, airline, technology, and labor markets and industries

Pacific Sunwear

2010-2011

Demand Planner/Statistical Forecaster

- **Advanced Analytics:** Improved sales forecast accuracy by 11% by applying advanced econometric models
- **Strategic Leadership:** Designed statistically valid test stores for strategic product and price testing
- **Communication:** Influenced inventory allocation by drafting clear and concise emails and reports
- **Business:** Gained retail sales, inventory management, and pricing experience for a national retailer

Verifi

2009-2010

Operations Analyst/Credit Card Fraud Modeler

- **Advanced Analytics:** Streamlined credit card fraud detection by creating companies first statistical algorithm
- **Strategic Leadership:** Increased employee productivity by creating a weekly production bonus
- **Communication:** Promoted to technical client relations team due to effective written and oral communication
- **Business:** Created on-boarding material for new hires describing the financial and payment industry

Education

California State University of Fullerton

M.A. Economics

- Statistical Forecasting
- Regression/Econometric Analysis
- Mathematical Economics
- Microeconomic Theory
- Financial Accounting (MBA course)
- Economic Research Methods

UCLA

B.S. Mathematics/Applied Science

- Statistics and Probability
- Mathematical Physics
- Matrix Algebra/Linear Algebra
- Computer Programming (C++, STATA)
- Game Theory
- Advanced Calculus

B.A. Economics

- Regression Analysis
- Optimization (Linear Programming)
- International Economics
- Probabilistic Economics
- Microeconomic Theory
- Mathematical Economics

Certifications

Harvard Business School

Business and Management Certificates (via Disney)

- Business Case Development
- Strategic Thinking
- Developing Employees
- Delegating

Stanford University

Machine Learning Certificate – in progress

- Large Scale Machine Learning
- Neural Networks and Support Vector Machines
- Machine Learning System Design
- Large Scale Machine Learning

University of Illinois at Urbana-Champaign

Digital Marketing Specialization – in progress

- Digital Marketing Channels
- Digital Marketing Analytics Practice
- Digital Marketing Analytics Theory
- Planning Digital Marketing Campaigns

John Hopkins Bloomberg School of Public Health

Data Science Certificates

- Data Scientist Toolkit (R, Git, GitHub)
- Reproducible Research
- Getting Data (APIs, SQL, Web Scraping, etc.)
- Machine Learning

Volunteer Experience and Causes

UCLA

2007- Present

Lecturer (Guest) – Econometrics
Sharpe Fellow Mentor
Director of Finance – UCLA Global Business Brigades (Honduras)

NABE (National Association for Business Economics)

2011- 2012

Academic Chairman