

# JJ Espinoza

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## Summary of Qualifications

**Leadership/Communication:** influenced major business decisions made by economists and senior business executives; mentoring, coaching, and developing direct reports; client management; project management

**Economics and Business:** experience in consumer research, marketing mix modeling, digital marketing within an analytics context working with economists, statisticians, and business experts

**Technology:** excellent statistical modeler and programmer with experience in advanced quantitative analysis using R, SQL, SAS, SPSS, STATA, and Excel; Collective intelligence tools such as Git, GitHub, and Wikis

**Quantitative Skills:** highly competent in the use of analytics, statistics, optimization, and other analytical methods to solve complex business problems; estimating causality and prediction models

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## Career Progression

### The Walt Disney Company

2012-Present

#### **Managing Consultant (Manager) | Management Science and Integration**

- Marketing mix modeling of online and offline media: TV, Digital, Print, Out of Home, Cable, and Radio
- Increased Premiere Week revenue for ABC TV shows by 15% (\$20M) in one year using optimization models
- Developed digital marketing optimization model for various channels (YouTube, Facebook, Twitter, mobile, display ads, paid search, etc.)
- Drafted all decks explaining marketing models/analysis to senior leadership (VPs, SVPs, CMO)
- Delivered ABC granular digital media and social media data by collaborating with Google/Ad Agency

#### **Senior Analyst | Corporate Brand Management**

- Achieved 3% revenue uplift in Disney Retail Stores by applying econometric modeling techniques
- Quantified the impact of TV exposure on consumer product sales to drive corporate strategy
- Created the first quantitative model to value each business unit for various spending categories in global markets (mobile games, television, consumer products, etc)

### Econ One Research

2011-2012

#### **Economic/Statistical Analyst**

- Researched, cleansed, and analyzed employee compensation data in the High-Tech Antitrust Litigation case which resulted in a settlement of \$325M (Google, Apple, Intel & Adobe)
- Analyzed drivers of airline prices resulting in a \$65M antitrust settlement (Korean Air & Asiana Airlines)
- Product research on Television Tubes which resulted in a \$30M settlement (Panasonic & LG)

### Pacific Sunwear

2010-2011

#### **Demand Planner**

- Improved retail sales forecast accuracy by 15% by applying advanced time series econometric modeling
- Increased Black Friday revenue by leveraging Business Intelligence (Microstrategy) and reporting
- Drove incremental revenue by spearheaded the use of experimental design in price and product testing

### Verifi

2009-2010

#### **Operations Analyst**

- Streamlined credit card fraud detection process/auditing by using advanced analytics
- Increased employee productivity by creating a weekly bonus incentive using probability calculations

- Reduced labor costs by 50% by automating data cleaning and reporting processes for Bank of America, Chase, and Discover using Excel VBA programming

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## Education

### **California State University of Fullerton**

#### **M.A. Economics**

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| <ul style="list-style-type: none"> <li>• Statistical Forecasting</li> <li>• Regression/Econometric Analysis</li> <li>• Mathematical Economics</li> </ul> | <ul style="list-style-type: none"> <li>• Microeconomic Theory</li> <li>• Financial Accounting (MBA course)</li> <li>• Economic Research Methods</li> </ul> |
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### **UCLA**

#### **B.S. Mathematics/Applied Science**

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| <ul style="list-style-type: none"> <li>• Statistics and Probability</li> <li>• Mathematical Physics (ODE &amp; Chaos Theory)</li> <li>• Matrix Algebra/Linear Algebra</li> </ul> | <ul style="list-style-type: none"> <li>• Computer Programming (C++, STATA)</li> <li>• Game Theory</li> <li>• Advanced Calculus (Real Analysis)</li> </ul> |
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#### **B.A. Economics**

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| <ul style="list-style-type: none"> <li>• Regression Analysis</li> <li>• Optimization (Linear Programming)</li> <li>• International Economics</li> </ul> | <ul style="list-style-type: none"> <li>• Probabilistic Economics</li> <li>• Microeconomic Theory</li> <li>• Mathematical Economics</li> </ul> |
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## Certifications

### **Harvard Business School**

#### **Business and Management Certificates (via Disney)**

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| <ul style="list-style-type: none"> <li>• Business Case Development</li> <li>• Strategic Thinking</li> </ul> | <ul style="list-style-type: none"> <li>• Developing Employees</li> <li>• Delegating</li> </ul> |
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### **Stanford University**

#### **Machine Learning Certificate – in progress**

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| <ul style="list-style-type: none"> <li>• Large Scale Machine Learning</li> <li>• Neural Networks and Support Vector Machines</li> </ul> | <ul style="list-style-type: none"> <li>• Machine Learning System Design</li> <li>• Large Scale Machine Learning</li> </ul> |
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### **University of Illinois at Urbana-Champaign**

#### **Digital Marketing Specialization – in progress**

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| <ul style="list-style-type: none"> <li>• Digital Marketing Channels</li> <li>• Digital Marketing Analytics Practice</li> </ul> | <ul style="list-style-type: none"> <li>• Digital Marketing Analytics Theory</li> <li>• Planning Digital Marketing Campaigns</li> </ul> |
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### **John Hopkins Bloomberg School of Public Health**

#### **Data Science Certificate**

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| <ul style="list-style-type: none"> <li>• Data Scientist Toolkit (R, Git, GitHub)</li> <li>• Reproducible Research</li> </ul> | <ul style="list-style-type: none"> <li>• Getting Data (APIs, SQL, Web Scraping, etc.)</li> <li>• Machine Learning</li> </ul> |
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## Volunteer Experience and Causes

### **UCLA**

**2007- Present**

Lecturer (Guest) – Econometrics/Analytics

Sharpe Fellow Mentor

Director of Finance – UCLA Global Business Brigades (Honduras)

