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

Career Progression

The Walt Disney Company   2012-Present
Managing Consultant (Manager) | Management Science and Integration
- Streamlined marketing planning process by 200% via automation by leading overseas team of developers
- Increased Premiere Week revenue for ABC TV shows by 15% in one year using optimization models
- Improved TV rating forecast accuracy by nearly 20% in one year by fine-tuning existing forecast models
- Drafted all decks explaining marketing models/analysis to our clients: executives (VPs, SVPs, CMO)
- Delivered ABC Television's first look at granular digital marketing data by working with Google/DoubleClick

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 in U.S., Japan, Europe, India, and other global markets (Consumer Products, Studios, Media Networks, Parks and Resorts, and Disney Interactive)

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 Cathode Ray Tubes (CRT) 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 creating the company's first store specific pricing model
- 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 creating the companies first statistical algorithm
- Increased employee productivity by creating a weekly bonus incentive using probability calculations
- Reduced labor costs by 50% by automating data cleaning processes for Bank of America, Chase, and Discover using Excel Visual Basic for Application (VBA) programming

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