

JJ Espinoza

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

Summary of Qualifications

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

Economics and Business: experience in promotional analysis, marketing return on investment (ROI), sales forecasting, and business strategy in consumer products, technology, consulting, and entertainment industries

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

Quantitative Skills: highly competent in the use of machine learning, statistics, econometrics, and time-series analysis to solve complex business problems; estimating causality and prediction models

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