

Jacob Ellison

DATA ANALYST | PUBLISHING PROFESSIONAL

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Experience

Senior Strategic Analyst

New York, NY

KAPLAN NORTH AMERICA

June. 2021 - Present

- Analyze Kaplan's strategies on Amazon, including advertising, merchandising, inventory management, and customer engagement, and identify other opportunities and risks throughout the retail publishing landscape
- Work cross-functionally between Publishing and Data Engineering to provide subject-matter expertise on data ingestion and warehousing
- Develop dashboards in R Shiny (with ggplot visualizations) hosted on R Studio Connect. Projects include developing tools to execute on operational necessities as well as macro-level data visualizations to guide strategic initiatives

Operations Analyst

New York, NY

KAPLAN NORTH AMERICA

Mar. 2020 - Present

- Created and continuously improved R scripts to format, present, and analyze large sales and inventory datasets
- Aggregated data sources from many several different businesses and sales channels to provide a comprehensive view of Kaplan's publishing business
- Forecasted sales patterns and inventory requirements to execute reprint decisions

Sales Assistant

New York, NY

ABRAMS

Feb. 2019 - Mar. 2020

- Interpreted and manipulated sales data from multiple reporting portals to guide operational sales decisions
- Identified efficient solutions to automate routine deliverables (assembling title metadata, sales numbers, and inventory performance) which were previously assembled manually

Community Support Specialist

New York, NY

MEETUP

Sep. 2018 - Dec. 2018

- Composed solution-oriented responses to customers while troubleshooting product challenges with the Meetup website
- Collaborated with other support specialists to develop and document best practices on Confluence

Education

New York University

New York, NY

MS, PUBLISHING: DIGITAL AND PRINT MEDIA

Aug. 2018 - May 2020

- Statistical Measurements, Analysis, and Research with Jeffrey Baliban: Framed marketing decisions with statistical tools and built a foundation in data ethics, data cleaning, and data analysis

Colgate University

Hamilton, NY

BA, MAJOR: RUSSIAN AND EURASIAN STUDIES // MINOR: COMPUTER SCIENCE

Aug. 2011 - May 2015

Languages and Skills

R

EXPERT

- Dashboard design in R Shiny to measure KPIs and increase data transparency
- ETL with custom R scripts to ingest data and push updates to a MySQL database
- Reporting automation with R Markdown documents published to R Studio Connect
- Custom email-distributed reports facilitated by the Gmail API and Rstudio Connect

SQL

INTERMEDIATE

- Queries to obtain data from Amazon Redshift and MySQL databases
- Building views to consolidate data and deliver common queries to stakeholders
- Optimization using SQL EXPLAIN to identify coding inefficiencies

Tableau

INTERMEDIATE

- Creating and publishing visualizations
- Utilizing custom joins and calculations