

Jasmijn Remmers

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Google Experience

Mar '22 - Now Business Analyst, Vertical Analytics, YouTube Trust & Safety

- Utilising data and analytical techniques to reduce abuse on YouTube in the following ways:
 - **Investigating abuse rates and effectiveness** of automated and manual review methods and systems.
 - **Collaborating with multiple stakeholders** (Operations, Engineering, Legal, Product Management) to craft solutions to escalations and emerging threats based on a methodical and data-driven approach.
 - **Developing well-crafted narratives** for documentation and presentation to YouTube leadership.
- Example projects:
 - **Efficiency analysis of operations in a specific policy vertical:** one-year independent research project to assess how the same safety performance could be achieved with less resources. Rewarded with a promotion, multiple bonuses, and an "Act as One Team" award.
 - **Assessment of policy impact on users:** generating pre- and post-launch insights of new policies.
 - **Analysis of hate speech and antisemitism prevalence** on YouTube during the Israel-Hamas escalation. Identified policy and prioritisation issues that were then resolved by policy and Eng teams.

Mar '21 - Mar '22 Engineering Analyst, Ad Traffic Quality, AdSpam 3P, Google Trust & Safety

- Preventing abuse on Google's third party ad platforms by means of:
 - **Forensic investigations:** analysed data to detect, measure and enforce filtration of invalid (non-human) traffic. Triaged alerts and built scalable solutions to prevent escalations in the future. Issued and reviewed filters and escalations with a direct monetary impact of millions of dollars.
 - **Cross-functional collaboration:** provided strategic recommendations to Product Engineering, Engineering and PM teams to improve the defences of Google's ads ecosystem.
- Main projects:
 - **Lead the migration of our team's primary analytical tool** to new infrastructure. This year-long, ongoing project involved:
 - **Navigating high levels of complexity** across multiple data sources and logs, various Google platforms, and hundreds of signals. Integrating all of the above into a single, easy-to-use tool
 - **Collaborating with stakeholders** (own team, other T&S teams, Engineering) to centralise our efforts and increase our efficiency. Streamlining our templates and data points
 - **Providing training and writing documentation and tutorials** for team members, other teams and key stakeholders. I was the main point of contact for all questions about the tool
 - Assessment of the **impact of Russia's invasion of Ukraine on botnet traffic** and Google's defences.

Nov '18 - Mar '21 Account Strategist, Google Shopping Solutions (GSS) & Google Customer Solutions (GCS)

- Analysing market data and trends to provide strategic advice and insights to major Dutch retail clients.
- Created **SQL-powered tools** to create impact at scale for various teams (Sales, Finance, Legal, etc), including an automated portfolio manager and a seasonality tool to understand clients' peak seasons. Rewarded with a promotion, multiple bonuses, and an award nomination.

Previous experience

Mar '17 - Jul '18 Lead Analyst at the Geneva Centre for Security Policy (Swiss diplomatic academy), Geneva

- Joined as a **Young Leader in Foreign and Security Policy**, focused on political violence (see 'Research').
- **Co-founded a data analysis group** focused on security policy, terrorism research and law enforcement.
- Provided executive education to varied audiences, including diplomats, policy makers, and industry.

Jan '15 - Apr '15 Fellow in the European Parliament (Pat Cox Fellowship), Brussels

- Worked with policymakers and practitioners in the European Parliament, combined with a professional training program focused on policy making, governance, and contemporary politics in Europe.

Research

- Remmers, J.M. "Temporal Dynamics in Covert Networks: A Case Study of the Structure behind the Paris and Brussels Attacks." *Terrorism and Political Violence* (2019): 1–24 ([link](#))
 - Temporal analysis of the network behind Islamic State's attacks in Paris and Brussels in 2015 and 2016, respectively. Assessment of its structure and development, based on data from intelligence agencies.
- Bellingcat open source investigation into a chemical weapon attack on civilians in Syria after the regime had presumably given up those weapons (2017, [link](#))

Education

2020 - now Oxford University, Oxford, United Kingdom

M.Sc. Software Engineering (part-time)

Classes: *Deep Neural Networks, Computer Vision, Classical Machine Learning, Knowledge Graphs, Algorithmics, Software Engineering Mathematics, Object Oriented Programming, Security Principles, Cyber Threat Intelligence, Malware.*

2015 - 2017 Graduate Institute of International and Development Studies, Geneva, Switzerland

M.A. Int'l Relations/Political Science, minor in Data Science & Statistics, 5.5/6.0

2011 - 2014 University College Maastricht, Maastricht, Netherlands

B.A. Liberal Arts and Sciences, Social Sciences, Cum Laude

Tools and packages

- SQL, Plx, Colab, Python, TypeScript, R, Stata
- Packages: Scikit-Learn, PyTorch, pandas, matplotlib, Neo4J, and other data science tools.

Languages

- Dutch (native), English (C2, fluent), French (B2), German (B2), Spanish (A2)