

Jeffrey Asselin

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EXPERIENCE

TechTarget, Newton, MA

Senior Data Analyst – August 2017 – present

- Data expert and main contributor on the Data Analytics team on all statistical models, data visualizations, report automation, and strategic analyses related to web traffic on TechTarget's consumer-focused enterprise technology content
- Use Oracle SQL, Tableau, R, Python, Google Analytics, and GoodData (visualization software) on a daily basis to extract, clean, manipulate, query, model, and display traffic, user activity, and user registration data
- Current, ongoing, and past projects:
 - **Content Attribute Extraction via SOLR API** – using Agile best practices, executed on a project to access TechTarget's corpus of content, stored in Apache Solr, via an API call through Python, summarize attributes about each piece of content, such as word count, inline link count, if the body has an image, etc., pass that information back to Oracle, and make that data accessible and usable in a GoodData dashboard for end stakeholders
 - **Content Scoring Report Automation** – led the development of fully automating the data processing, benchmarking, and evaluating of content performance across a variety of metrics, including organic search traffic and user registration, and the monthly delivery of that data to the SEO team in a clear and concise manner using PL/SQL, Python, RunDeck, and GoodData (visualization software)
 - **Traffic Forecast Model** – contributed to the development of a time series forecasting model used to set expectations for future organic traffic and allow the business better insight into how reality aligns with expectations and the effects of variables on TechTarget's overall organic traffic, with visualizations in Tableau
 - **Traffic/SEO and Editorial Dashboards** - Built and continue to add to an extensive suite of dashboards in GoodData for use by the SEO and Editorial teams within TechTarget to provide those teams with more data autonomy and allow them the ability to make better informed, data-driven business decisions
- "Excellence Award" recipient at the annual TechTarget company meeting for outstanding performance and service in 2019

Strategic Insight, Boston, MA

Analyst – January 2015 – August 2015, January 2016 - July 2017

- Main contributor among analysts on the client servicing team, which focused on data and presentation customization for mutual fund research clients, which included data trending, oversampling, key account analysis, and channel segmentation
- Main analyst contributor on the Core B Project Team focused on the life insurance and fixed annuity market research studies, involving survey re-design, data monitoring, data integrity validation, and regression modeling

PROJECTS

NHL Daily Data Aggregation Script and Model – https://github.com/jassassin68/NHL_Data_WranglR

- Developed a package of R scripts in order to scrape and aggregate team and player data from several different sources for a given night of NHL games in order to make better informed decisions when building DraftKings lineups, as well as store off nightly data to be used in a player projection and player ownership prediction model
 - Data sources include Draftkings (player file), Left Wing Lock, Daily Faceoff, RotoGrinders, and Hockey Reference
- Developed three linear regression models based on the data collected to predict expected DraftKings points, GPP player ownerships, and cash game player ownership for a given slate of NHL games

EDUCATION

Northeastern University, Boston, MA

Dual Bachelor of Science in Economics and Mathematics, December 2015

Activities: 2014 Co-President of Northeastern University Economics Society

Member of the 2013, 2014, and 2015 Northeastern Federal Reserve Challenge team (Monetary Policy)

DataCamp, Online

Data Scientist with Python Career Track (completed August 2018)

Relevant Courses: Supervised Learning with scikit-learn; Deep Learning in Python (Keras)

TECHNOLOGIES: Oracle SQL, R, RStudio, Python, JupyterLab, Google Analytics, Tableau, RunDeck, JIRA, Agile, GoodData

INTERESTS: sports projections, running, golfing, basketball, reading, sudoku, crossword puzzles, trivia