

JEFFREY R. BAKER

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EXPERIENCE

Zephyr Health

Data Scientist Intern, 10/14 - 06/15 (expected)

- Developed unsupervised classification algorithm to categorize medical documents within disease areas
- Created a scoring methodology, using scikit-learn (Python), Mongo, and R to create training data from 3.7 million documents

Ubisoft

Sr. Marketing Data Analyst, 05/13 - 09/13

- Hired to onboard and lead marketing analytics team of three analysts
- Conducted Ubisoft's first Facebook media channel analysis, leveraging FB Insights/AdsManager data
- Developed dashboards in Tableau for the Assassin's Creed brand & media teams
- Analytics liaison between engineers and marketing media team

Yahoo!

Sr. Data Insights Analyst, Consumer Marketing, 09/06 - 03/13

- Advanced from Email Marketing Specialist to Campaign Analyst to Sr. Data Insights Analyst
- Team Super Star award recipient (peer-nominated and awarded to the top 1% of employees globally)
- Marketing organization's "Team Player Award" for data solutions & insights leadership
- Managed analyst interns
- Global lead for marketing campaign instrumentation and reporting (Yahoo! Web Analytics & MicroStrategy)
- Conducted "value of a fan" analysis on Facebook, used to calculate LTV, funnel analysis, and channel ROI; presented findings to CMO & VP of Marketing
- Developed analyses for Y! Homepage, identifying key audience characteristics for optimizing marketing spend across internal sites and placements; results were included in presentation to CEO
- Increased average Click Rate (CTD) of HotJobs Direct product by ~3x via audience optimization
- Refined campaign processes to reduce annual spending (~\$50K/year savings)

Japan Exchange and Teaching (JET) Program

English Language Instructor, 07/03 - 07/06

- Created school's first English-version website by leveraging CSS/JavaScript; gained fluency in Japanese

SELECTED PROJECTS

Yelp Recommendation Engine: Tested and developed models to predict user ratings of businesses; achieved root mean squared error of 0.83, leveraged R and Python's sklearn/NLTK packages for feature engineering

Income Prediction: Developed algorithms in Python's sklearn package (logistic, KNN, SVM, RF, Naive Bayes) to predict individuals' income from census data; achieved highest in class prediction with 93.7% accuracy

EDUCATION

M.S. Analytics, University of San Francisco

July 2015 (expected)

B.A. Philosophy, Minor in Japanese Studies, University of California San Diego

June 2003

TECHNICAL SKILLS

Data/Programming

- Python, R, SAS
- SQL/Postgres/Mongo
- UNIX, shell scripting (bash)

Marketing Tools

- Google Analytics
- Yahoo! Web Analytics
- Facebook Insights/AdsManager

Visualization/Reporting

- Tableau
- MicroStrategy
- L^AT_EX