

JONATHAN EMAN

Summary

Highly-driven, analytical professional with four years of experience working with data at each stage of the pipeline, from cleaning and visualizing to modeling and storytelling. Passionate about leveraging analytics in a way that is profitable, equitable, and sustainable. Looking to improve customer experiences in a career at the intersection of data science and product development.

Work Experience

Marketing Research Assistant, McIntire School of Commerce

Charlottesville, VA

Sep. 2018-Present

- Consult with socially responsible businesses to identify opportunities to leverage data to strengthen customer relations
- Drove eCommerce and digital transformation for struggling local businesses during COVID-19 by using Square's API with R to launch personalized, data-driven marketing campaigns
 - Helped a juice bar avoid closure by developing and promoting a juice delivery system, increasing revenue by 3x
- Built a system that has been adopted by 3 local restaurants, a non-profit, and 2 graduate courses that scrapes a brand's transaction and social media data, standardizes it in an R data package, and provides actionable insights related to customer segmentation, customer lifetime value and sentiment analysis
- Collected, cleaned, and modeled data in contribution to 10+ academic studies on consumer behavior

Summer Analyst, Accenture

Atlanta, GA

Jun. 2021-Aug. 2021

- Developed the analytics strategy for a global paid media team managing a budget of over \$5 million which included:
 - Redesigning their PowerBI workspace to capture relevant KPIs and facilitate analysis of cross-vendor media performance
 - Building a Test & Learn roadmap with 20+ tests to strategize ways to improve performance and cost-efficiency of media
 - Translating raw data to actionable insights for 30 team members at weekly analytics update meetings
- Conducted interviews to identify pain points throughout a media campaign and created a user handbook for an Accenture proprietary project management tool

Consumer Data & Analytics Intern, Cox Enterprises

Atlanta, GA

Jun. 2020-Apr. 2021

- Transformed millions of daily records of raw click data into digestible customer-level engagement metrics using SQL and BigQuery
- Created cohort analyses of digital customers and implemented propensity modeling with machine learning libraries in R and Python to target customers that were most likely to convert to paid subscribers
- Strategized a content recommendation system to aid over four million weekly users in finding specific content based on their interests and historical engagement behavior
- Served as a consultant to senior level executives by creating PowerBI dashboards to tell coherent stories of disparate customer data



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github.com/jonathan-eman

Education

University of Virginia

B.S. Commerce

May 2022

B.A. Statistics

GPA: 3.97

Awards and Honors:

- Dean's List
- President's Volunteer Service Award
- Raven Society Inductee
- Beta Gamma Sigma Inductee

Extracurricular Activities:

- Repair the World Social Justice Fellow & Community Service Coordinator
- Alpha Sigma Phi Philanthropy Director & Social Chair
- Undergraduate Commerce Mentor
- Jewish LGBTQ+ Support Group Founder
- Teaching Assistant for Statistics, Customer Analytics, and Database Management
- ESOL Tutor

Relevant Coursework:

- Data Analysis with R & Python
- Regression Analysis
- Machine Learning
- Database Management
- Product Management
- Marketing Research
- Digital Marketing Strategy
- Customer Analytics
- Consumer Behavior

Skills

Programming: R, SQL, Python, SAS

Visualization: Tableau, PowerBI

Platforms: Github, MySQL, BigQuery, RapidMiner, SPSS, Google Analytics

Other: Spanish

Topics: Marketing Analytics, Data Strategy, Data Wrangling, Data Visualization, Statistical Modeling, Data Storytelling, Hypothesis Testing, Experimentation