LUKE FEIDNER

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WORK EXPERIENCE

The New York Times, New York, NY
Measurement Analyst; Ad Measurement, Insights & Strategy
August 2022 – January 2025

Delivered data-driven insights, performance reports, and strategic recommendations to advertisers and leadership teams to enhance the digital advertising experience. Partnered cross-functionally with Sales, Engineering, Marketing, and Product teams. Influenced strategy through key marketing funnel metrics—including impressions, click-through rates (CTR), and conversions.

Key Contributions & Impact:

- **AI-Driven Audience Targeting Tool**
  Defined product vision and led development of NYT's first-to-market AI audience targeting solution. Spearheaded go-to-market strategy, resulting in a 60% improvement in campaign performance.

- **Launched & Scaled Ads on Wordle & Connections**
  Identified ad performance issues, conducted a competitive UX review, and led development of a 5-second ad pause feature. Achieved 100+% increase in CTR and advertiser engagement.

- **Self-Service Insights & Reporting Tool**
  Launched automated post-campaign insights tool; scaled insights access to mid-spend advertisers. Led product roadmap and cross-functional agile team from concept to release.

Goodman JFS, Fort Lauderdale, FL
Database Administrator; Development & Communications
March 2021 – April 2022

- Designed dashboards tracking revenue progress, improving donor insights, and fundraising strategies.

- Optimized donor database operations, enhancing data accuracy and efficiency.

- Managed vendor relationships with third-party software tools.

Ernst & Young, Stamford, CT
Consultant, Risk Advisory Services
August 2019 – October 2020
Intern, Risk Advisory Services
Summer 2018

- Conducted IT risk assessments, identifying vulnerabilities and recommending mitigation strategies.

- Assessed IT controls, ERP security, and compliance frameworks, presenting findings to both technical and non-technical stakeholders.

- Converted a highly competitive Big-4 internship into a full-time offer based on performance and impact.

EDUCATION

Quinnipiac University, School of Business, Hamden, CT
Bachelor of Science, Computer Information Systems

CERTIFICATIONS

- Python for Everybody – University of Michigan (Coursera), 2025

- Foundations of Business Intelligence – Google (Coursera), 2025

- Agile Project Management – Google (Coursera), 2025

KEY SKILLS & STRENGTHS

- **Strategic Leadership** – Define product roadmaps, align cross-functional teams, and solve complex business problems.
- **Business Growth & Revenue Impact** – Develop solutions that increase ROI, strengthen client relationships, and drive engagement.
- **Technical Fluency** – Bridge business and engineering teams, translating advertiser needs into technical requirements for AI-driven tools.
- **Data-Driven Decision Making** – Leverage analytics, A/B testing, and experimentation to optimize ad performance.
- **Tools & Technologies** – SQL, Python, Advanced Excel, Brand Studies, A/B Testing Frameworks, Tableau, Looker, Google Analytics, Mode Analytics.