

# Jason Danker

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## Education

<b>UC Berkeley School of Information, Berkeley, CA</b> Master of Information Management and Systems Candidate	2017
<b>Dartmouth College, Hanover, NH</b> – Bachelor of Arts in Philosophy	2007

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## Work Experience

**Goodby Silverstein & Partners, San Francisco, CA** – Quantitative Strategy Director April 2011 – July 2015

*Previously: Quantitative Strategist, Senior Quantitative Strategist*

*Clients: Adobe, Nickelodeon, Comcast, Doritos, Cheetos, TD Ameritrade, Nintendo, Sonic, Nest*

- Coordinated with team and client leads to develop and implement unified advertising and marketing strategies
- Managed analyst growth by identifying experience gaps and aligning learning opportunities with available work
- Developed measurement plans outlining learning objectives, key performance indicators, benchmarks, and projections to quantify marketing performance
- Compiled consumer insights and best practices from online media campaigns, site and application interactions, and third party research
- Coached analysts on report and insight development as well as relationship and expectation management
- Streamlined data processing and updated reporting to provide greater campaign optimization insights
- Organized qualitative research data to inform consumer profiling and target differentiation analysis
- Coordinated research partners to develop studies measuring the qualitative impact of advertising
- Managed tracking, implementation, and QA for media campaigns, websites, and applications
- Developed testing to quantify the impact of online branding on direct response media
- Analyzed historical advertising returns to determine ideal budgets and maximize ROI
- Directed analysts in compiling TV, digital media, site, and application reporting

**mcgarrybowen, New York, NY** – Analytics August 2010 – April 2011

*Clients: Marriott, Verizon, Sharp*

- Developed site design and navigation recommendations based on user pathway and activity analysis
- Coordinated clients and internal teams to implement and QA mobile campaign and site tracking
- Advised on social content creation through activity and response analysis for Facebook and LinkedIn
- Developed campaign and creative measurement and testing plans based on marketing objectives
- Optimized advertising campaigns based on findings from bi-weekly campaign and site reports
- Designed SiteCatalyst tagging specifications to efficiently track and categorize site activity
- Established classification and reconciliation processes for new database

**Digitas, New York, NY** – Senior Analyst May 2008 – August 2010

*Previously: Associate Media Planner, Media Planner*

*Clients: American Express, HSBC*

- Oversaw reporting and trained analysts in compiling client facing performance documentation
- Analyzed competitive marketing landscapes to identify greatest opportunities for growth
- Developed strategic media plans based on acquisition goals and historical performance
- Demonstrated revenue growth and efficiency increases through trend analysis
- Developed functional specifications for database development

**Steve and Barry's, Port Washington, NY** – Business Systems Analyst July 2007 – December 2007

- Process and database development for inventory control and warehouse management systems