Jason Danker

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Education

UC Berkeley School of Information, *Berkeley, CA*   2017
Master of Information Management and Systems Candidate
Focus: Using data analysis and research to inform and assess public policy

Dartmouth College, *Hanover, NH* – Bachelor of Arts in Philosophy   2007

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 clients and internal teams to develop and implement unified advertising and marketing strategies in accordance with business objectives
○ Managed analyst growth by identifying experience gaps and aligning learning opportunities with available work
○ Developed marketing measurement plans outlining test and learn objectives, key performance indicators, benchmarks, and performance forecasts
○ Compiled consumer insights and best practices from online media campaigns, site and application behaviors, and third party research
○ Streamlined data processing and updated reporting to provide actionable campaign optimization insights
○ Organized survey research data to inform consumer profiling and target differentiation analysis
○ Coordinated research partners in developing studies to measure the qualitative impacts of advertising
○ Developed cross-exposure testing to quantify the impact of brand advertising on direct response campaigns
○ Conducted regression analysis on historical advertising returns to determine ideal budgets and maximize ROI
○ Ran A/B and multivariate tests to optimize site, app, and campaign performance

mcgarrybowen, *New York, NY* – Analytics   August 2010 – April 2011
Clients: Marriott, Verizon, Sharp
○ Developed site design and navigation recommendations based on user behavior analysis
○ Optimized advertising based on findings from bi-weekly campaign and site activity reports
○ Designed site tagging specifications to track and categorize key user behaviors
○ Established classification and reconciliation processes for marketing database

Digitas, *New York, NY* – Senior Analyst   May 2008 – August 2010
Previously: Associate Media Planner, Media Planner
Clients: American Express, HSBC
○ Analyzed competitive marketing landscapes to identify greatest opportunities for growth
○ Developed strategic media plans based on customer acquisition goals and historical performance
○ Demonstrated revenue growth and efficiency increases through historical performance analysis
○ Developed functional specifications for marketing database development

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Technical Skills

Languages: Python, R, SQL, Javascript, HTML, CSS, D3
Tools: Tableau, Highcharts, Excel, Google/YouTube/Facebook/Twitter Analytics