

# CURRICULUM VITAE – JABRAN I. CHAUDRY

Director of Product Analytics, Virtusa Corporation  
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## SUMMARY

Senior technologist, executive and product leader with over a decade of experience delivering frontier web and analytics products for Fortune 100 clients. Seasoned behavioral data scientist, web analytics expert and executive leader, bringing academic-level rigor and state-of-the-art AI NLP techniques to complex, actionable business outcomes across the entire technology stack. Passionate about AI ethics and stakeholder ownership of emerging Internet and AI technologies.

## EXPERIENCE

Virtusa Corporation New York NY, USA  
Director of Product Analytics 2014–2020

- *Led and executed marketing analytical strategies, web analytics implementations and multi-channel testing initiatives.*
- *Worked with client teams, strategists, and clients to learn their business, category, competitive landscape and target audience(s), and then used this knowledge to establish clear objectives, KPIs, and optimization strategies during project initiation.*
- *Developed tagging and tracking specifications for implementation to ensure appropriate data capture in alignment with the measurement and optimization strategy.*
- *Leveraged a range of analytics platforms for reporting and analysis work including Google Analytics, Adobe's Marketing Suite, Tealium, Webtrends, CoreMetrics, and social media analytics (Facebook Insights, YouTube Analytics, Twitter Analytics platforms, among others).*
- *Analyzed captured data, interpreted results and offered summary insights, conclusions, and recommendations as appropriate.*
- *Worked cross-functionally across business and technology departments to implement Adobe's Dynamic Tag Management and Google Tag Manager.*
- *Designed, coded and debugged HTML, JavaScript, jQuery and layout modifications as needed for site and mobile app optimization.*

WWE, Inc. Stamford CT, USA  
Lead Manager, Web Analytics and Implementation (Consultant) 2013–2014

- *Oversaw transition from Omniture to Google Analytics and re-tagging of all digital properties for WWE Network App including Web, Mobile, Smart TV and Gaming Consoles.*
- *Established and maintained best-in-class web analytics implementations across WWE portfolio of web properties.*
- *Analyzed web analytics and other quantitative and qualitative data to evaluate site performance and deliver recommendations in collaboration with cross-functional teams.*
- *Developed tagging strategy and perform code modifications, testing and deployment when appropriate.*
- *Partnered with business and product team stakeholders to interpret analytics needs, identify KPIs and implementation requirements, monitoring results and deliver analytical findings.*
- *Wrote custom JavaScript, HTML5 and CSS code to accommodate the complex Google Analytics tagging requirements, especially VOD and live streaming.*
- *Provided technical assistance to developers so that dynamic JavaScript and links could be automatically tracked within Google Tag Manager.*

DirecTV Stamford CT, USA  
Senior Web Analyst, Web Analytics and Implementation (Consultant) 2013

- Designed and architected data dimensions and metrics based on business requirements, often spanning multiple platforms, including desktop, mobile web, and mobile apps. Create, refine, and maintain technical specification documentation.
- Participated in User Acceptance Testing to ensure implemented solution adheres to specs. Perform post-launch analysis and develop dashboards and reports to deliver project insights and recommendations.
- Compiled insights around traffic sources and product consumption primarily with Omniture Site Catalyst and Discover data to identify ways to grow audience and engagement across all platforms (web and apps). Analyzed engagement metrics, channel visitation, repeat visits, video consumption, and others. in order to develop a deep understanding of users' behavior.
- Worked closely with the Consumer Marketing team to provide analysis and recommendations to drive the brands' premium content and subscription marketing efforts. Designed, implemented and led all the Test and Target experiments on the company's site.
- Managed B2B relations by providing ad hoc data reports around campaign performance. Clients included BBC America Show, Discovery TV, History Channel, among others.

Hasbro, Inc.

Pawtucket RI, USA

Senior Web Analyst, Digital Marketing (Consultant)

2012–2013

- Directs and controls the activities of the web analytics function for the Hasbro Digital Marketing team. Work directly with Media Agencies to properly track and analyze media campaigns for Hasbro products.
- Drive development of core insights from the data to suggest, create and execute multivariate or A/B tests that drive fundamental improvements to the business.
- Accountable for requirements development, extracting, tracking and reporting on site performance and quality metrics using tools Radian 6, HootSuite, Omniture, Expion, Flurry, SAS, R, Sysomos and Facebook Analytics.
- Directs the development of research goals and methods for gathering and reporting on web data. Oversees metrics gathering and reporting process.
- Drive the collection and reporting of key performance data, including revenue and margin, to support strategic and daily decision-making. Responsible for managing data collection and validation between sales, operations, network, and finance teams.
- Manage relationships with external agency vendors and define the workflow for B2B interactions

Webryze

Toronto, Canada

Internet Marketing Director – SEM, SEO, Social Media, Web Analytics

2011–2012

- Designed and implemented customized web analytics for clients ranging from retail, financial services, construction, semiconductor manufacturing, business intelligence and data mining, software products, real estate, consumer travel, business travel, and professional services.
- Presented marketing proposals for new B2B acquisitions.
- Provided statistics on traffic, orders, conversion, sources of traffic, etc. in an effort to improve overall customer experience and maximize sales for the clients.
- Mined qualitative research data and customer satisfaction / survey data and tie to actionable business insights. Set up tracking for measuring new design and navigation elements to determine which contributed the best towards increased performance and meeting the overall site goals.
- Tools used included WebRF, AdRelevance, Raven, Majestic Atlas DMT, WordPress, HTML 5, Joomla, CSS ComScore Monetate, Adobe Test & Target, Media Metrix, Ontolo, R, ExactTarget and BlueKai.

Webryze

Toronto, Canada

SEO Manager – SEM, SEO, PPC, Web Analytics, Social Media

2009–2011

- SEO/PPC: Created search engine marketing strategy, SEO/PPC and Social Media projects using MS Project and Visio to keep projects within scope and budget.
- Managed B2B existing clients' accounts for the agency and pitch proposals to the new potential clients.
- SEM: Responsible for implementing campaign spends, obtaining traffic from small search engines, ad networks, individual websites, selecting keywords, designing display, text creative and landing pages. Determined Internet media buys, planning and strategy using Google Ad Manager, DoubleClick DFA/DART, Nielsen NetRatings, @lan, NetView, WebRF and AdRelevance, Atlas DMT, ComScore Eloqua, Marketo, Media Metrix, Accipiter, Falk, Mediaplex and Atlas.
- Conducted Web analytics research using Google Analytics, SEOMoz, Coremetrics, HitBox, WebTrends, Web CEO - Dynamic SEO Suite, Omniture Site Catalyst and Discover on Premise.

## EDUCATION

Harvard Extension School, Harvard University  
ALM, Information Technology, with Specialization in Digital Media  
*Top Nominee for Dean's Prize for Outstanding ALM Capstone*

Cambridge MA, USA  
2013–2016

Faculty of Arts and Science, Concordia University  
BA, Philosophy; BA, Political Science

Montreal, Canada  
2003–2007

## TECHNICAL SKILLS

*Programming languages:*

- C, C++, Python, Javascript.

*AI/ML frameworks:*

- TensorFlow, PyTorch, Apache Spark ML, R.

*Web frameworks:*

- HTML 5, CSS 3.0;
- Django, Flask, Laravel, Joomla, Drupal, Wordpress, Ionic.

*Certifications:*

- Adobe Analytics Architect; Adobe Analytics Business Practitioner; Adobe Campaign.
- ColumbiaX AI MicroMasters Program (in progress).

## RESEARCH

- 'Adversarial Attacks on Transformer-Based Neural Architectures: Technical and Policy Implications'. In preparation.
- 'A Markovian Ethical Framework for Near-Term AI Risk'. 2019. Preprint.

## SERVICE

- Supporting member, AI For Good Foundation.
- Member, IEEE.

## ADDITIONAL

- Language competencies: English, Urdu, Punjabi, Arabic (written).
- Community service: AI For Good Foundation; Bernie Sanders Democratic Campaign; UN Committee on Drugs and Crime.