

RYAN FOX

PRODUCT DATA ANALYST

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PROFILE

I'm a passionate and curious data professional, specialising in digital optimisation work.

Frequently working across multiple teams and departments, I've discovered a love for presenting insights and tailoring the message for the audience.

LANGUAGES

Python	● ● ● ● ●
SQL	● ● ● ● ●
HTML, CSS	● ● ● ● ●
Javascript	● ● ● ● ●
Git	● ● ● ● ●

SKILLS

Data analysis	● ● ● ● ●
Data manipulation	● ● ● ● ●
Data visualisation	● ● ● ● ●
Machine learning	● ● ● ● ●
Data translation	● ● ● ● ●

ADDITIONAL ACTIVITIES

Travelled the Americas and Asia between 2016-17 and 2019-20.

Volunteer work:

- Digital Consultant for Saint Francis Hospice ([local newspaper article](#))
- Digital Consultant for Mental Health UK
- A-level maths tutor at homework club ([BBC article](#))
- Helper at animal rescue in Guatemala

REFERENCES Available on request

EMPLOYMENT

Digital Optimisation Manager (contract)

Eurostar. Aug 2020 - Oct 2020

In an effort to make the most of potential travellers during Covid-19, I was brought in to restart the testing program.

- Built a test calculator using a Bayesian approach to do more with less data - powered by Python hosted on Heroku
- Connected Tealium AudienceStream with the datalayer to enable advanced personalisation

Eurostar. Oct 2017 - Mar 2019

Brought in to lead the optimisation and launch of:

- Club Eurostar - Eurostar's new loyalty scheme
- Eurostar Hotels Limited - selling Trains+Hotels and Hotels.

Further work/achievements:

- Forecasted £20m+ annual incremental revenue
- Transformed the team from working client-side only, to 75% server side
- Integrated BigQuery with Python for test analysis
- Go-to statistics expert, providing guidance/training on testing methods and possible approaches for statistical analysis
- Mentored junior members of the team

Eurostar. Oct 2015 - Jul 2016

Initially a three-month contract to help kickstart the Optimisation programme at Eurostar. Contract extended and 2 additional team members added after demonstrating the value of a test-and-learn culture.

- Forecasted £15m annual incremental revenue through conversion rate uplifts

Senior Digital Optimisation Analyst

Maxymiser. Oct 2013 - Jul 2015

Promoted from Digital Optimisation Analyst Dec 2014.

- Managed end-to-end conversion rate optimisation strategies for media clients incl. The Economist, BBC, Channel 4, TimeOut, Which?

EDUCATION

MMath Mathematics (First class with honours)

University of Sheffield 2009-2013

- Paid tutorial assistant for undergraduates in final year

Campion School, Essex

2002-2009

- A Levels: Maths (A), Geography (B), Biology (C).
- A/S Level: English Literature (B).
- GCSEs: 1A*, 5As, 6Bs