# Ryan Jacobs

Data science professional driving value for companies daily. My experience covers multiple areas: defining KPIs and extracting insights with imperfect data; advising strategy, analyzing A/B experiments to make product improvements and drive sustainable growth.

I've utilized these skills across multiple cross-functional teams across a variety of industries - including ad tech, ed tech, traditional media and digital publishing.



# Professional Experience

2022 2021

## Data Analyst

Skillshare

New York, NY

- · Sole insights leader supporting International business unit, leveraging data to inform and optimize growth across key markets.
- Designed and analyzed A/B tests proving impact of product features.
- Built and operationalized self-serve analytics products to empower stakeholders.
- Co-Lead WOC ERG, partnering with HR and executives to drive DEIB initiatives while also curating safe space for diverse employees.

2021 2019

## Senior Digital Analyst - Audience Analytics

Black Entertainment Television - BET (Paramount)

New York, NY

- · Defined KPIs and built reporting infrastructure, bridging the gap between content and sales team.
- · Developed content pricing tool for digital marketing team to better leverage content with branded partnership opportunities.
- · Created, managed and pitched digital content curation process and content idea to CEO and executive leadership, resulting in approval of new process and appointment of new team to support surrounding tentpoles.

2019

#### Research Analyst

Cadent

New York, NY

- Standardized reporting resulting in a decrease in turnaround time by 23%.
- Played in an integral role in helping ad sales secure \$500k deal with Kellog's by reallocating media spend with improvements I made to reallocation template in Excel.

2019 2018

# **Business Development Analyst**

Internet Brands, Inc.

PEI Segundo, CA

· Supported executive leadership across automotive vertical.

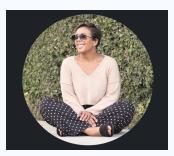
2018 2015

#### Operations Analyst

Crimson Pipeline, LLC

Long Beach, CA

· Identified \$13k in cost savings for Verizon accounts, \$60k in cost saving in general invoicing and over \$800k in cost saving across 5 subsidiaries due to duplicate billing from vendors.



#### Contact

in | 🕜 | 🛗 Availability

New York, NY

**J** +1 562-595-3922

## Education

California State University at Long Beach B.S. Finance

#### **Technical Skills**

Experiment design and analysis

Inferential statistics

Data visualization

# Strategic Skills

Defining KPIs, identifying bottlenecks and strategy optimization

Communicating insights to technical and non-technical executives and stakeholders

DFI

## **Toolset**

SQL, R, Python

Dashboards in Looker + Tableau with Presentations in Powerpoint + Slides

Project Management with Atlassian products: Confluence + Jira

#### Access

Online version