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 efficient growth across key markets.
- Led A/B test design and analysis for site localization across key International markets, resulting in rolling out the site in four new languages. Proved increased conversion rate in key markets.
- Built Looker dashboards to identify trends for International and Executive stakeholders and highlight gains from ongoing initiatives.
- Co-Lead WOC ERG as well as lead DEI iniatives with People Operations and executive leadership. Amplified company culture and instilled feelings of support among diverse employees as well as direct teammates.

2021 | 2019

Senior Digital Analyst – Audience Analytics
Black Entertainment Television – BET (Paramount)
📍 New York, NY

- Defined KPIs and built reporting infrastructure to bridge the gap between Digital Ad Sales and Ad Sales Research, and Digital Content and Digital Ad Sales.
- Developed pricing tool for social marketing across YouTube, Facebook, Instagram and Twitter. This tool is still utilized today.
- Created, managed and pitched digital content ideation process and content idea to CEO and executive leadership, showcasing ability to be innovative while building morale among junior team members.

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.
📍 El 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.
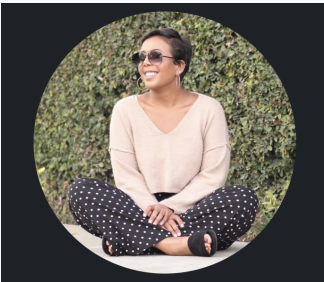
Contact

in | ⌗ | 📅 Availability

📍 New York, NY

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📞 +1 562-595-3922

Education

California State University at Long Beach
B.S. Finance
2015-2017

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

DEI

Toolset

SQL, R, Python

Dashboards in Looker + Tableau with Presentations in Powerpoint + Slides

Project Management with Atlassian products: Confluence + Jira

Access

Online version