

# 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 for International business unit, leveraging data to inform and optimize efficient growth across key markets: Germany, France, Mexico, India, United Kingdom and Ireland.
  - Led A/B experiment and analysis for site localization across key International markets, resulting in rolling out the site in four key languages: Spanish, German, French and Portuguese. This product update increased organic visit-to-start across key target markets.
  - Built dashboards to not provide insights to trends for International and Executive stakeholders, but to also highlight gains from site localization experiment.
  - Co-Lead WOC ERG as well as lead DEI initiatives via DEIB taskforce, working alongside People Operations and executive leadership.

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 digital social opportunities 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 teammembers, continually fostering how strategy driving insights can flow from the the top-down and bottom-up.

2019

**Research Analyst**

Cadent

New York, NY

- Standardized reporting to improve efficiency in delivering industry and company performance insights across ad sales teams.
- Decreased turnaround time for media planning by standardizing reallocation process and reporting.
- Acted as intern advisor during summer internship program. Advisees won the bid for campaign spend given their data-packed presentation.

2019  
|  
2018

**Business Development Analyst**

Internet Brands, Inc.

El Segundo, CA

- Supported executive leadership across automotive vertical.
- Ask me for details about gap in employment.

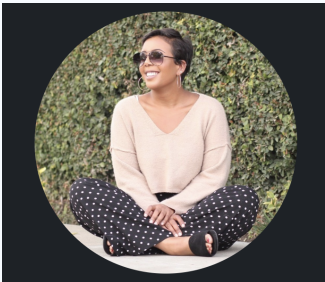
2018  
|  
2015

**Operations Analyst**

Crimson Pipeline, LLC

Long Beach, CA

- Support business operations across 5 subsidiaries via project processing and reporting.
- Identified \$13k in cost savings for Verion accounts, \$60k in cost savings in general invoicing and over \$800k in cost savings across 5 subsidiaries due to duplicate billing from vendors and oversight from Finance team.



## Contact

[in](#) | [o](#) | [u](#) Availability

New York, NY

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## 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](#)