

# 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 Kellogg'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](#) | [o](#) | [u](#) Availability

New York, NY

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+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

DEI

## Toolset

SQL, R, Python

Dashboards in Looker + Tableau with Presentations in Powerpoint + Slides

Project Management with Atlassian products: Confluence + Jira

## Access

[Online version](#)