

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
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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
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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
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2018

Business Development Analyst
Internet Brands, Inc.

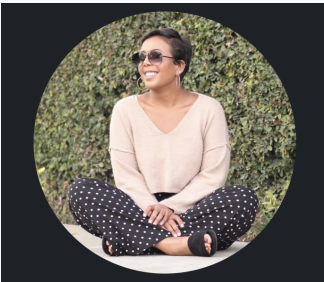
El Segundo, CA

 - Supported executive leadership across automotive vertical.
- 2018
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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](#) | [📅](#) Availability

New York, NY

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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](#)