

SAM CALDWELL

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EXPERIENCE

GoodRx New York, NY

March 2023-Present

Senior Data Analyst, Growth Analytics

- Lead end-to-end design, prioritization, and analysis of A/B tests across paid channels, improving marketing efficiency by 20% and increasing revenue through improved activation and retention across key user cohorts
- Present insights and strategic recommendations to VP and C-level leaders, translating complex analyses into clear decisions for GTM and marketing strategy
- Co-own the quarterly experimentation roadmap with Product and Marketing leadership, determining test sequencing based on impact sizing, feasibility, and downstream revenue effects
- Develop improved attribution and incrementality methodologies that drove multi-million-dollar budget allocation decisions
- Design and maintain executive dashboards in Looker, including PDTs and ingestion logic, powering weekly business reviews and KPI alignment across the company

Capsule New York, NY

October 2021-February 2023

Business Insights Analyst

- Supported Executive team and growth teams by owning analyses to drive customer growth and retention, and managed reporting and analysis of KPIs and ad-hoc analyses to understand root causes of performance using Looker, SQL, Metabase, and Excel
- Partnered with Chief Growth Officer and Sales leadership to identify high-value physician practices, building targeting models that improved sales efficiency, as well as a redesigned commission structure to align incentives
- Synthesized KPI trends for executive WBRs and MBRs, providing concise narratives that influenced GTM strategy and business priorities

LinkIt! New York, NY

July 2019-September 2021

Data Analyst

LinkIt! Is an early-stage educational technology company

- Created analyses for clients to show high-level trends, perform cohort analyses, and identify at-risk students relative to test performances and demographic data
- Developed Python scripts to automate analysis and production process, reducing quality assurance time by 30%

UVM Health Network Burlington, VT

Winter 2019

Strategic and Business Planning Intern

- Worked under Network Director to measure ROI of population health initiatives for six-hospital health network
- Refined Excel models for use with new value-based care measures using research into literature and case studies

athenahealth Boston, MA

Summer 2018

Web Business Analyst Intern

- Interned on Product Management team, culminating in creation and presentation of comprehensive competitive analysis based on research into best practices and competitor sites

EDUCATION

Middlebury College, Middlebury, VT

May 2019

B.A., Neuroscience

- Relevant Coursework: Information Visualization, Data Structures, Categorical Data Analysis, Neural Coding
- Awards: Paul Ward '25 Memorial Prize Nominee for Outstanding First-Year Writing

SKILLS / INTERESTS

Technical: SQL, Looker, Excel, Python / Jupyter, Salesforce, Amplitude

Interests: Crossword puzzles, chess, skiing, podcasts, birding