



Jacob Weber

Consumer Lifecycle Specialist & Data Science Druid

A curious spirit, effervescent soul, and perceptive mind underpin Jake's ingenuity. With **5+ years of experience in Consumer Analytics**, he commonly collaborates cross-functionally with Marketing, Product, and Engineering stakeholders. Additionally, in supporting the **Vans Loyalty Team**, he developed insights to augment decision-making for **Acquisition, Engagement, & Retention** strategies, yielding Membership growth from ~5 million to 15+ million in 3 years (**CAGR: 44%**). Outside of work, he cultivates a collection of rare plants consisting of 50+ unique species.

SKILLS

Alteryx for Data
Automation & Analysis

R for Data Analysis &
Visualization

SQL for Database
Management

Tableau for Data
Visualization

EDUCATION

Marketing & Business Analytics

Chapman University

09/2014 - 05/2018

GPA: 3.5

Achievements

- ◇ Captain of the Chapman University Men's Swim Team
- ◇ NCAA All-Academic Team
- ◇ Vice-President of Logistics for Chapman Beta Theta Pi
- ◇ Head of Philanthropy for Chapman Beta Theta Pi
- ◇ Vice-President of Marketing for CU Toastmasters
- ◇ Chapman Provost List

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📞 760-533-3756

🌐 jakeweber.io

🐙 github.com/the-data-druid

WORK EXPERIENCE

Senior Consumer Growth Analyst MFour Mobile Intelligence

12/2021 - 03/2022

Market Research & Technology

Mobilizing Quantitative & Qualitative Consumer Insights

- ◇ Created a segmentation & personalization strategy using R and consumer behavior data to classify users into actionable marketing personas.
- ◇ Developed foundational reporting for week-over-week insights on the consumer lifecycle, campaign performance, and evolving member demographics.
- ◇ Introduced and analyzed the effects of Sweepstakes as a major driver for engagement allowing us to reduce the volatility of our Weekly Active Users (WAU) and create better benchmarks for forecasting.
- ◇ Leveraged SQL to incorporate custom features for stakeholders into Snowflake and the Tableau Dashboards.

Consumer Data Quality Analyst Vans

11/2019 - 12/2021

Fashion & Action Sports

Enabling Creative Self-Expression and Living "Off the Wall"

- ◇ Performed analytical deep-dives to share insights surrounding marketing campaigns, product collaborations, and member demographics.
- ◇ Implemented, validated, and operationalized our Consumer Data Platform (CDP) for marketing personalization as well as our CCPA data privacy initiative.
- ◇ Governed the data engineering, maintenance, & execution of the weekly data extract process for the Consumer Lifecycle Management (CLM) team which pulls together 20+ data sources via Alteryx workflows to update foundational databases & automated Tableau dashboards.

◆ TECHNICAL SKILLS

Consumer Lifecycle Management

Acquisition, Engagement, & Retention-oriented Strategies; Customer Segmentation & Persona Development; A/B Testing; Paid Media & Campaign Performance; Demographic, Transactional, & Behavioral Insights

Data Science

Data Wrangling, Transformation, & Visualization; Predictive Modeling & Clustering; Data Engineering; Big Data & Cloud Technologies; Relational Databases; Statistical Analysis; Machine Learning (Supervised & Unsupervised); Storytelling & Information Design; KPI Development & Feature Engineering; Reporting, Dashboarding, and Automation

Technical Tools

SQL, R, Tableau, Alteryx, AWS, Snowflake, Salesforce, Google Analytics, Adjust, Mixpanel, Amplitude

◆ SOFT SKILLS

Creative Thinking & Problem Solving

Curious & Adaptable

Ideation & Brainstorming

Organization & Attention to Detail

Teamwork & Leadership

◆ PERSONAL PROJECTS

Botanical Biodiversity Analysis: Foliage Folk

Etsy Sales Analysis: Bloom Daddy

◆ WORK EXPERIENCE

Consumer Lifecycle Management Analyst

Vans

04/2019 - 11/2020

Fashion & Action Sports

Enabling Creative Self-Expression and Living "Off the Wall"

- ◇ Identified inactive consumers for a database hygiene initiative that reduced operational costs by \$60k+ per year.
- ◇ Conducted A/B testing related to the Loyalty Program, CRM, and in-store strategy, such as driving lower-funnel performance and evaluation of segment engagement. Introduced and analyzed the effects of Sweepstakes as a major driver for engagement allowing us to reduce the volatility of our Weekly Active Users (WAU) and create better benchmarks for forecasting.
- ◇ Identified inefficiencies within the weekly reporting process and developed an Alteryx alternative which reduced total processing time from 3.5 days to 1.5 days.

Data Scientist

AutoGravity

05/2018 - 11/2018

Finance & Technology

Automating the Acquisition of Automobiles

- ◇ Wrote intricate SQL queries to build an AWS database using member demographics & app engagement data.
- ◇ Enabled stakeholders to make data-driven decisions through a "refine & iterate" approach that allowed me to learn their objectives deeply and develop highly-tailored insights & automated Tableau dashboards utilizing SQL backbones.
- ◇ Identified ideal merchant partnership opportunities by comparing market research with internal data leading to more efficient expansion and the earliest monetized deals.
- ◇ Taught the fundamentals of data analysis with Excel, SQL, and Tableau with various exercises, shadowing, and in-depth projects.

Digital Marketing & Data Science Intern

AutoGravity

09/2017 - 11/2018

Finance & Technology

Automating the Acquisition of Automobiles

- ◇ Utilized campaign performance, consumer demographic, and paid media data to optimize our marketing efficiency through monthly paid media reallocation recommendations based on FICO, cost, volume, and other digital marketing metrics.
- ◇ Contributed to an early Data warehouse initiative and leveraged SQL to pull insights for the Digital Marketing & Brand teams.
- ◇ Spearheaded a competitive SEM analysis of keywords and ads to create a bidding strategy for under-valued keywords which lowered acquisition costs by shifting spend to a more efficient mix.

PERSONAL PROJECTS

Spotify Audio Feature Analysis: Emily Axford

Spotify Audio Feature Comparative Analysis: Krewella, ILLENIUM, NGHTMARE, Dillon Francis, The Chainsmokers.

INTERESTS

Dungeons & Dragons

Playing the Piano

Tropical Plants & Vibrant Flowers

Yoga, Hiking, & Swimming

TEACHING EXPERIENCE

Marketing & Data Science Internship Lead AutoGravity

05/2017 - 11/2017

Achievements

- Developed an internship program with Human Resources for students during the Summer of 2017.
- Took on the first mentorship opportunity available through the program which resulted in a unique Brand Activation initiative.
- Taught Excel, SQL, and Tableau fundamentals using Marketing & Product data to develop real-life experience regarding data literacy & analytical proficiency.

REFERENCES

Danny, Lead Data Scientist at AutoGravity

"Jake is everything you look for in an analyst. He is not simply curious about how things work but is always looking for better ways to get the job done. He is hard working and dedicated to doing something right the first time. He is an amazingly fast learner who picks up new skills like a sponge. He is extremely coachable and looks forward to all feedback. But probably my favorite thing about him is he is an absolute pleasure to work with and the kind of person who makes your day brighter from just interacting with him. Jake is a superstar, and I look forward to hearing more about his accomplishments in the near future."

Contact : 310-956-0553

Lalida, a Senior CLM Analyst at Vans

"Jake is an incredible colleague. He is unique in his ability to weave his interests and knowledge together and has great talent in data and analytics. He is simultaneously technically adept and business savvy all while taking the time to create meaningful relationships with those he works with. During the last few years I worked with Jake, whether it be our discussion on strategizing new ways to uniquely pull segments or getting his thoughts on a deck, he was able to pull experience and ideas from multiple areas to give great input and feedback. He is a fantastic and talented human being."

Contact : 626-488-6550

Mark, Vice-President of Business Development at AutoGravity

"Jake Weber is an enthusiastic and hard-working young man, who I believe would be an asset to any team he joins. He is highly innovative and detail orientated with a strong will to learn, consistently asking questions to extend his own knowledge and understanding. He impressed me with his ability to quickly comprehend new, complex ideas and works well under challenging conditions. Jake is a problem-solver who sees a challenge as an opportunity to grow, displaying character and desire that are must have characteristics I look for during the hiring process. Jake has a great future ahead of him for any of his career aspirations."

Contact : 714-330-2405