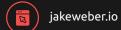# Jake Weber

Consumer Lifecycle Specialist & Data 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. For instance, in supporting the Vans Loyalty Program, he cultivated insights to develop **Acquisition, Engagement, and Retention strategies,** yielding Membership growth from 5 million to 15+ million in 3 years **(Compound Annual Growth Rate of 44%).** Outside of work, one of Jake's greatest passions is his collection of rare plants.

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linkedin.com/in/datadruid

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 based on a reimagined RFM model in R that classifies consumers into actionable personas.
- Developed foundational reporting for week-over-week insights on the consumer lifecycle, campaign performance, and member demographics.
- 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"

- Introduced an RFM analysis to deepen the understanding of the consumer base while cultivating new personas for marketing segmentation.
- Performed analytical deep-dives to share insights surrounding marketing campaigns, product collaborations, and brand engagement.
- Implemented, validated, and operationalized our Consumer Data Platform, which drove automation and personalization initiatives.
- Identified inactive consumers for a database hygiene initiative that reduced operational costs by $60k+ per year.

Consumer Lifecycle Management Analyst
Vans

04/2019 - 11/2020
Fashion & Action Sports
Enabling Creative Self-Expression and Living "Off the Wall"

- Utilized Alteryx and Tableau to measure the impact of 15 million members, such as their total contribution to revenue and underlying purchasing behaviors.
- 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.
- Extracted and analyzed CRM data to facilitate targeted marketing, coordinate email campaigns, and make reward recommendations.
- Identified inefficiencies within the weekly reporting process and developed an Alteryx alternative which reduced total processing time by 62.5% or two full workdays.

SKILLS

R for Data Analysis & Visualization

SQL for Database Management

Tableau for Data Visualization

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

Curious & Adaptable

Ideation & Brainstorming

Teamwork & Leadership

WORK EXPERIENCE

Data Scientist
AutoGravity

05/2018 - 11/2018
Finance & Technology
Automating the Acquisition of Automobiles

- Designed complex queries to facilitate ad hoc analysis and contribute to an early data warehouse project.
- Enabled stakeholders to make data-driven decisions by learning their objectives, arming them with existing data, creating new features for exploration, and developing Tableau dashboards for automated reporting.
- Identified ideal merchant partnership opportunities by comparing market research with internal data leading to the first 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

- 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.
- Developed reporting for media performance with deeper insight into individual campaigns and customer segmentation.

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

EDUCATION

Marketing & Business Analytics
Chapman University

09/2014 - 05/2018

GPA: 3.5

Achievements

- **Captain of the Chapman University Men's Swim Team** (2017 & 2018)
- NCAA All-Academic Team (2016, 2017, 2018)
- Vice-President of Logistics for Chapman Beta Theta Pi (2017)
- Head of Philanthropy for Chapman Beta Theta Pi (2016)
- Vice-President of Marketing for CU Toastmasters (2015)
- Chapman Provost List (2016, 2017, 2018)