

# JAKE WEBER

Curious. Analytical. Effervescent.

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## Experience

### Senior Consumer Growth Analyst MFour

December 2021 - Present

- Conducted Cohort analyses to drive deeper understanding of retention, activation, & recovery over various timelines and along varied facets of the data through R. Then, developed a SQL backbone for an automated Tableau dashboard for tracking.
- 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 and forecasts.

### Consumer Data Analyst Vans

September 2019 – December 2021

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

### Consumer Lifecycle Management Analyst Vans

April 2019 – September 2019

- Utilized Alteryx and Tableau to measure the impact of loyalty program members across various parts of the business, such as their total contribution to revenue or consumer interest in separate product categories.
- Conducted A/B testing related to the Loyalty Program, CRM, and in-store strategy, such as driving lower-funnel performance and segment engagement.
- Extracted and analyzed CRM data to facilitate targeted marketing, coordinate email campaigns, and make reward recommendations.

### Data Scientist AutoGravity

May 2018 – November 2018

- Enabled stakeholders to make data-driven decisions by translating their needs into various component metrics, wrangling data sources, and building interactive dashboards for easy access to the information.
- Identified ideal merchant partnership opportunities by comparing external research with internal data leading to AutoGravity's first monetized deals.
- Contributed to a data warehouse project by integrating disparate data sources into a relational AWS database and building a member-based event table.

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## Education

**Chapman University:** B.S. Business Administration (Marketing & Analytics) *Class of 2018*

**Notable Roles:** Captain of Men's Swim; VP Information of Chapman Beta Theta Pi

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## Skillset

**Tools** Tableau & SQL(5 years), R (4 years), Alteryx(3 years), Excel(5+ years).

**Experience** Marketing Analytics & Consumer Lifecycle Management; KPI & Dashboard Development; Data Cleaning, Wrangling, Visualization, & Articulation; Data Governance.

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