

Jonathan Hicks

Senior Data Analyst

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SUMMARY

Experienced Data Analyst specializing in paid media analytics. Expertise in optimizing campaigns, tracking KPI performance, and creating scalable reporting systems. Skilled in statistical analysis, A/B testing, and collaborating cross-functionally to drive ROI and business growth. I'm a natural problem-solver with a knack for finding creative solutions!

PROFESSIONAL EXPERIENCE

HIVE MEDIA GROUP

San Diego, CA

Senior Data Analyst

Jul 2024-Present

- Overhauled our automated paid media campaign optimizer using statistical analysis and historical insights.
- Spearheaded analytics and reporting for our new revenue lines (Search and Affiliate) in Tableau and Power BI.
- Collaborated with engineering teams to redesign and optimize outdated data workflows, enhancing scalability and aligning with evolving analytics requirements.
- Serve as the primary analyst for ad-hoc reporting and in-depth analysis across Paid Media, Search, Organic, and Revenue departments.

Data Analyst

Jul 2021-Jun 2024

- Track and analyze KPI performance across our native and social platforms, managing over 30 domains with a core focus on ROI and growth.
- Involvement in the AB lifecycle: ideation, test setups, QA, and ongoing performance analysis optimizing for revenue growth.
- Set up automated alerts for data integrity and robust dashboards for real-time monitoring of critical KPIs.
- Helped develop the recommendation engine in our automated campaign launcher, driving scale up more than 50% while optimizing for ROI.
- Fostered collaborative partnerships across several departments, leveraging data-driven strategies to drive organizational success and innovation.

EDUCATION

UC SAN DIEGO EXTENSION

San Diego, CA

Data Science And Visualization Bootcamp

2020-2021

24-week program focused on gaining technical programming skills in Excel, VBA, Python, R, JavaScript, SQL/noSQL Databases, Tableau, Big Data, and Machine Learning.

CSU SAN MARCOS

San Marcos, CA

Bachelor of Arts, Major in Economics

2018-2020

Cumulative GPA: 3.8, Dean's List 2019-2020, VP Recruitment for IFC

ADDITIONAL INFORMATION

Technical Skills: Excel, SQL (Snowflake, Databricks), Tableau, Power BI, Looker

Interests: Analytics, Music Production, Skateboarding, Food, Traveling