

Client Name

Contact information

Summary of Qualifications

As Director of Data Analytics, I develop consumer insights that inform strategy for the media industry as it adapts to delivery technologies that impact TV and commercial ratings. I've been instrumental in providing management with on-going, comprehensive industry insights that utilize new multi-platform data sources to allow for better insights into consumer behaviors and programming performance.

Selected Accomplishments

- Identified flaw in primetime programming that turned-around advertising revenue loss and boosted Company's commercial ratings
- Addressed impact of streaming and connected devices like Roku and Chromecast on TV ratings by establishing analysis of the data that enhanced ad sale negotiations by changing focus to a blend of time shifting and commercial ratings
- As member of Nielsen's Council for Research Excellence, collaborate to identify best practices that address the impact of streaming technologies on TV ratings
- Developed comprehensive "State of the Media Landscape" presentation to update producers on competition, technology threats and consumer insights that led to my appointment over a team of 10 analysts and corporate VPs to conduct on-going research
- Led research for launch of the Nielsen XCR and subsequent products in their Total Audience system
- Saved GEICO from revenue loss when my data analysis uncovered a new type of insurance fraud, and went on to establish and lead an Investigative Analytics team

Professional Experience

Media Communications Network

2007 - present

Director of Research

(promoted 3 times to positions of increasing responsibility)

- Provide ongoing support to Distribution (via Content Distribution & Affiliate Marketing), Ad Sales and Marketing teams that includes data analysis to support the launch of B2C or SVOD networks
- Develop protocols for data gathering and analysis to better understand user behaviors and develop strategic response programs
- Conduct competitive analyses of network programming, and commercial pod analysis to deliver recommendations that increase commercial revenue
- Provide thought leadership on the linear and non-linear landscape to support advertising sales approaches
- Created reporting & analysis tool for XXXs B2C offering, XXXNOW
- Establish standards and procedures for reporting cross platform data for: Over-The-Top Video, Set-Top-Box VOD, and third parties such as Hulu and YouTube
- Train research analysts to achieve measurable improvements to data processing
- Automated reporting in order to provide more time for data analysis

Group Health Inc.
Anti-Fraud Analyst

2006 - 2007

- Designed analytics to identify instances of fraud or provider abuse, realizing over \$5M in recovered premiums
- Managed and trained data analytics team enterprise-wide

GEICO
Analyst

2000 - 2006

(promoted twice to positions of increasing responsibility)

- Designed and implemented analytics program to track suspicious consumer behavior

Technological Competencies

Nielsen: NPower/National and Local TV Toolbox, PowerPlay, Ad Intel, TCR, Grabix, Lake 5 Media, comScore, Adobe SiteCatalyst (Omniture), Google Analytics, SharePoint, Business Objects, PC SAS, Flash/Action Script, SQL server, Tableau

Certifications

Nielsen Television Audience Measurement Certificate (NYU)
Adobe Web Design (Pace University)

Language Competencies

Spanish (business-level proficiency)

Education

State University of New York at Farmingdale
Courses toward degree in Computer Programming & Information Systems