

Evan Velasco

Phone: (805) 657-5838 | Email: evan.velasco@live.com | Website: <https://evanvelasco.github.io/>

Summary

Analytics professional with 4+ years of experience in advertising technology and monetization, specializing in extracting business insights from massive datasets. Experience with ad-hoc analysis, ETL, data warehousing, dashboarding, A/B testing, forecasting, and data driven product development. Possesses strong knowledge of SQL, Excel, Tableau, Domo, Python and R.

Professional Experience

The Washington Post

Senior Analyst, February 2023-Present

- Led initiative to estimate advertising campaign under-delivery using Google Ad Manager's forecasting API, reducing monthly "at risk" revenue by 30%.
- Built inventory forecasting dashboard which gives a forward-looking view of impression availability for the Post's most important audience segments, allowing sales team to adjust tactics and marketing material based on supply.
- Discovered discrepancy between Google Ad Manager's forecasts and actuals. Built automated process to monitor forecast discrepancies and adjust results based on historical inaccuracy.

Senior Business Intelligence Analyst, April 2022-February 2023

- Successfully onboarded 3 clients into new ad tech software, improving their monthly programmatic revenue by 40%.
- Built regression model in R predicting CPM lift based on client's pre-launch KPIs for use in pre-sale marketing material.
- Developed a market sizing model to assess total market potential by region in the US, leading to the decision on which three markets to launch a new ad product in.
- Met with the General Manager to develop a budget, product roadmap, and goals for the Zeus Technology data team.

Business Intelligence Analyst, April 2021-April 2022

- Automated programmatic reporting using SQL, Python and Domo, reducing time spent on financial and operational reporting by 30 hours per week and unlocking additional metrics for new insights.
- Built prospecting reports which parsed through massive datasets to find the most relevant opportunities, contributing to a 13% YoY increase in programmatic direct sales.
- Represented advertising team in A/B tests, measuring impact of new technologies and site layout changes.

Hive Media Group

Revenue Analyst, August 2019-April 2021

- Managed analytics and A/B testing for website M&A team, completing 3 successful web acquisitions and increased revenue by +50% YoY post acquisition.
 - Built statistical model which used the expected value of an additional pageview to find optimal article length, informing a new content strategy which prioritized producing a specific number of pages.
 - Built model utilizing an exponentially weighted moving average to predict impression discrepancies, reducing time spent on manual forecasting by 5 hours / week.
-

Education

Georgia Institute of Technology

M.S. Analytics

Coursework focused on statistical models and computational analytics.

Expected Graduation: 2025

University of California San Diego

B.S. Joint Mathematics-Economics, Business Minor

Class of 2019

Skills

- **Excel:** Lookups, Pivot Tables, Modeling
- **BI:** Tableau, Looker, Domo, Google Analytics, Redshift, AWS S3, Snowflake, MySQL, BigQuery
- **Programming:** Python, R, Advanced SQL
- **Advertising Technology:** Google Ad Manager, Programmatic Auction Mechanics, Self-Serve Ad Platforms, Supply Side Platforms, Demand Side Platforms, Data Strategy (1st, 2nd, and 3rd party)