Evan Velasco

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Summary

Analytics professional with 6+ years of experience in data and analytics, specializing in online advertising and ad technology. Experience with ad-hoc analysis, ETL, data warehousing, dashboarding, A/B testing, forecasting, user segmentation, and data driven product development. Possesses strong knowledge of SQL, Python, dbt, and Snowflake.

Professional Experience

Instacart

Data Solutions Manager II, *March 2024-Present*
- Led off-platform audience enablement, scaling the off-platform ads business to over $10M in 2024 with projected 2x revenue growth in 2025.
- Product owner for offplatform audience enablement tool, a self serve platform for building custom audiences used by 225 unique users and powering over 1,000 audiences in 2025.
- Led R&D for audience segmentation, creating 15 new targeting capabilities including RFM segmentation, Basket Affinity Models, Search Based Models, Retailer Filters, Product Attributes, and User Attributes.

The Washington Post

Senior Analyst, *February 2023-March 2024*
- 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 an automated process to monitor forecast discrepancies and adjust results based on historical inaccuracy.

Senior Business Intelligence Analyst, *April 2022-February 2023*
- Built model 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.

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.
- Represented the advertising team in A/B tests, measuring impact of new technologies and site layout changes.
- Built prospecting reports which parsed through massive datasets to find the most relevant opportunities, contributing to a 13% YoY increase in programmatic direct sales.

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 a 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 a weighted moving average to predict impression discrepancies, reducing time spent on manual forecasting by 5 hours / week.

Education

Georgia Institute of Technology   *Expected Graduation: 2026*
M.S. Analytics

University of California San Diego
B.S. Joint Mathematics-Economics, Business Minor

Skills

- **BI:** dbt, Tableau, Mode, Google Analytics, Redshift, Snowflake, MySQL, Databricks
- **Analytics:** A/B testing, Metric Definition, Simulation, Regression, Forecasting, User Segmentation
- **Programming:** Python, R, SQL, Spark
- **Advertising Technology:** Programmatic Auction Mechanics, Self-Serve Ad Platforms, Supply Side Platforms, Demand Side Platforms, Audience Targeting, Data Strategy (1st, 2nd, and 3rd party)