

# Jeffrey Asselin

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**Experienced data analyst, practitioner, and project manager with a background in building robust and scalable data collection and transformation processes in the digital marketing space, particularly in the areas of web traffic, user engagement, and audience development. Expert in SQL, Python scripting, Git, Google Analytics & Google Tag Manager, and Tableau.**

## EXPERIENCE

**TechTarget**, Newton, MA

*Senior Data Analyst – January 2020 – present*

*Statistical Marketing Analyst - August 2017 - December 2019*

- Data expert and lead on the Data Analytics team for all data tools & visualizations, statistical models, report automations, and strategic analyses related to web traffic on TechTarget’s consumer-focused enterprise technology content
- Led the design, proof-of-concept development, and initial presentation for accessing, extracting, and loading data via the SmartSheet API endpoint with Python, prototyping the process and presenting back to leadership what data points we could access to enhance end user reporting, resulting in new and enhanced data tools for Editorial and SEO data power users.
- Led the design, development, and deployment of a data pipeline which stages relevant content information, performs qualitative and quantitative data transformations in Oracle db, and serves to our BI layer for relevant visualizations using the SmartSheet API, Python, Git, SQL, and RunDeck.
- Led the design, development, and deployment to fully automate the data processing, benchmarking, and evaluating of content performance across a variety of metrics, including organic search traffic and user registration, and the monthly delivery of that data to the SEO team in a clear and concise manner using PL/SQL, Python, RunDeck, and GoodData, resulting in about 4 hours saved and a 50% reduction in data delivery time.
- Led the data collection and research to validate an SEO team hypothesis regarding dormant content across the TechTarget network, and estimate future expectations regarding traffic, activity, and user conversion given certain content removal scenarios. Based on my research the SEO team advocated for the removal of about 30% of dormant content across our network, which resulted in a seasonally-adjusted 10-15% boost in organic search traffic performance.
- Regularly develop documentation, FAQs, and video resources for data end users to allow for self-service and practical understanding of what a given dataset or data tool is, learning about its standard use cases, and orienting new users for efficient uptake of our internal data products.
- “Excellence Award” recipient at the annual TechTarget company meeting for outstanding performance and service in 2019

**Strategic Insight**, Boston, MA

*Analyst – January 2015 – August 2015, January 2016 - July 2017*

- Main contributor among analysts on the client servicing team, which focused on data and presentation customization for mutual fund research clients, which included data trending, oversampling, key account analysis, and channel segmentation
- Main analyst contributor on the Core B Project Team focused on the life insurance and fixed annuity market research studies, involving survey redesign, data monitoring, data integrity validation, and regression modeling

## PROJECTS

**NHL Daily Data Collection Script and Regression Modeling**

- Developed a set of R scripts, published to and managed [using Github](#), in order to scrape and aggregate team and player data from several different sources for a given night of NHL games in order to make better informed decisions when building DraftKings lineups, as well as store off nightly data to be used in a player projection and player ownership prediction model
  - Data sources include Draftkings (player file), Left Wing Lock, Daily Faceoff, RotoGrinders, and Hockey Reference
- Developed three linear regression models based on the data collected to predict expected DraftKings points, GPP player ownerships, and cash game player ownership for a given slate of NHL games

## EDUCATION

**Northeastern University**, Boston, MA

Dual Bachelor of Science in Economics and Mathematics, December 2015

**DataCamp**, Online

Data Scientist with Python Career Track (completed August 2018)