

Jeffrey S. Gaudette

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EDUCATION

Colorado College, Colorado Springs, CO

May 2011

Bachelor of Arts, Major: Mathematical Economics

Relevant Coursework: Econometrics, Linear Algebra, Calculus, Probability, and Statistical Modeling

RELEVANT EXPERIENCE

DraftKings, Boston, MA

October 2012-December 2014

Marketing Analyst, Customer Acquisition and Retention

- Manage retention email efforts by optimizing the email format, resulting in increased clicks through rates and increased spend on-site
- Develop, execute and analyze activation, retention, reactivation and nurture email strategies and programs
- Manage and create on-site marketing efforts to coincide with paid marketing messages and promotions
- Conduct A/B tests on copy, images, offers and demographics to increase conversions, decrease cost per acquisition, and to reactivate and better retain customers in an efficient matter
- Analyze customer lifetime value, traffic and conversions through MySQL to make informed campaign optimization decisions
- Manage, analyze and optimize display advertising on both mobile and standard platforms including AOL Sponsored Listings and Facebook Ad Exchange

AdHarmonics, Cambridge, MA

April 2012-October 2012

Quantitative Analyst, Search Engine Marketing

- Managed and analyzed paid search traffic, leveraging high powered, analytical software developed in-house to contribute to the company's revenue stream
- Synthesized and analyzed site metrics with Google AdWords, SQL, and Python in addition to the in-house analytics software to discover new strategies to optimize bidding efficiency and improve profit margin
- Collaborated with various teams to develop new bidding strategies, programs and campaign management tactics

AMP Agency, Boston, MA

August 2011-April 2012

Analyst, Digital Measurement

- Developed and implemented new indices and metrics to inform optimizations for 13 different clients' online ad campaigns
- Collected and analyzed data from Google Analytics for monthly reports and test campaigns that assessed client strategies and brand health goals
- Helped in developing cross-channel reporting methods across the agency's various digital media groups

Colorado College Economics Department, Colorado Springs, CO

May-June 2011

Research Assistant

- Assisted Professor by obtaining additional data needed to conduct further research and expand upon my thesis on the effects of global and domestic variables on foreign direct investment
- Published in *Economics Bulletin* in December 2013

ADDITIONAL EXPERIENCE

YearUp, Boston, MA

June - August 2009

Tutor/Aid

- Tutored at-risk youth in English composition and ESL, preparing them for entry level jobs in IT and Finance

PROJECTS

Senior Thesis, Colorado College, Colorado Springs, CO

November 2010-April 2011

- Researched and wrote a paper aimed to quantify the effects of global and domestic factors on capital flows using foreign direct investment as a proxy

Sea Education Association, Woods Hole, MA

September- November 2009

- Applied onshore class work to complete voyage and on-ship coursework from Woods Hole, MA to St. Croix, USVI
- Prepared, collected and analyzed data on the temporal distribution of plastics in the Atlantic Ocean, which contributed to a 25-year study conducted by the Sea Education Association

SKILLS

Microsoft Office, Access, MySQL, Google Analytics, Google AdWords, AOL Sponsored Listings, ExactTarget
Working knowledge of Python, R, and HTML/CSS