Raymond G. Edwards, Jr.

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Summary

Data leader, experienced in collecting, analyzing, and interpreting data to drive actionable business decisions. Self-motivator, adept at time management, organization, and attention to detail. Servant leader, collaborates and manages teams and projects. Data zealot, experienced with Python, SQL, Snowflake, BigQuery, dbt, Excel, Tableau, Mode, Redshift, AWS, SAS, PowerBI, MongoDB.

Professional Experience

SVP, Analytics – *Tombras,* Atlanta GA   August 2021-Present

Spearheaded efforts to scale the analytics organization and level up the sophistication of the offering.

- Reimagined the mission and vision for the analytics department and led the transformation across people, process, and technology.
- Reorganized the analytics department
    - Delineated job responsibilities across roles, coached VPs on leadership and partnering cross-functionally, and sourced and hired candidates at every level of seniority with an emphasis on diversity. Grew team from 17-23+
    - Founded the advanced analytics practice and hired the foundational data scientist to lead marketing science
    - Established the data-ops team to transcend and include the current data engineer, hired analyst for instrumentation and tagging and an analytics engineer
- Roadmapped migration from legacy to modern data stack in partnership with CIO
    - Established environment for data science work
    - Built benchmarking and training programs for analysts to learn SQL
    - Lead vendor selection for third-party data sources and MarTech platforms including multivariate creative platform and real-time media mix modeling
- Codified processes for
    - Onboarding new clients including turnkey dashboard offering and data discovery
    - Hiring, onboarding, and performance evaluations for each role in the organization
    - Communicating regular technology maintenance schedule and disruptions to staff and clients
- Operationalized Data + Creativity for Business Results, the agency's central positioning
    - Developed learning agenda and testing plan for several key clients
    - Designed and fielded multivariate, matched-markets, test and control experiments and provided post-test analysis and recommendations

Founding Member – *Legend Data, LLC.,* Atlanta GA   July 2021-Present

Founded a consultancy to freelance for several SAAS clients with data and analytics needs.

- Serve as end-to-end data team, from building data models through analysis
    - Built data models for applicant tracking platform and performed recruiting analysis
    - Analyzed product feature usage and implied preferences
    - Track key business metrics and provide reporting to the CEO

VP, Data – *BBDO,* Atlanta GA   January 2020-August 2021

Led BBDO data engagements in telecom, big box retail, agriculture, transportation, direct-to-consumer/e-commerce, and pharmaceuticals. Sold, designed, and built data solutions. Recruited and developed team talent.

- Implemented modern data stack of managed cloud resources (Snowflake, dbt, Tableau), migrating away from legacy data lake and SAS solution hosted on-premises.
  - o Navigated Omnicom bureaucracy to obtain financial, IT, and security approvals
  - o Expected direct cost savings are on the order of tens of thousands
- Sold and delivered media mix model and optimization to client who had not previously purchased analytics work from the agency
  - o Lead to a regular cadence of model refresh/specifications over 18-months
  - o Onboarded clients' 1st party data, via LiveRamp, to Omni (dmp) to develop customer segmentation and addressable audiences.
- Increased headcount by 50%, recruited manager and analysts
- Developed a strategic process and framework for delivering innovative, human-centered solutions that may fall out of the scope of traditional advertising campaign-based solutions
- Brought AI powered anti-sex trafficking chatbot to maturity, in terms of features and scale, in a web application for law enforcement agencies
- Employed dynamic regression to understand the relationship between online behavior and offline sales to across the product portfolio and inform retargeting strategy
- Co-leading Diversity and Inclusion efforts

Freelancer – *Brooklyn Data Company,* Remote   May 2019

Spearheaded engagement with an e-commerce crowdsourcing apparel company.

- Built daily unit sales and revenues forecast models, which account for deviations in prices and holidays volumes and update daily, for roughly two dozen product categories
- Queried training data from Redshift data warehouse with SQL, built Facebook Prophet models in Mode Analytics Python notebook, and built end-user reports for both analysts and executives
- Debriefed end users including CFO and client data team

Director, Data Science and Analytics – *BBDO,* Atlanta GA   October 2016-December 2019

- Mined AT&T's mobile network engineering data to develop new nation-wide advertising claim "America's Best Network According to the Biggest Test" for use in an integrated multi-media campaign
  - o Developed measurement methodology to withstand legal review
- Built AI powered anti-sex trafficking chatbot for *pro bono* client. SMS bot engages with sex-buyers at scale to deter their purchase and provide resources for behavior reform
  - o Won Gold Lion at Cannes International Festival of Creativity, among other national accolades
  - o Worked with CDC, GBI, KSU, SCAD, and clients on experimental design and data collection
- Build data architecture and heuristic model to drive weather-based dynamic banner ads
- Used deep learning and machine vision to build a logo tagging product to optimize brand exposure in creative assets
- Sourced and used public data for research and strategy development
  - o Built visualization tool for bi-polar consumer emotions
  - o Scraped web forum data and reviews for natural language processing to identify themes in consumer experience, purchase paths, and attitudes towards brands and products
- Grew headcount and revenue by 10% YoY

Research Manager – *BBDO,* Atlanta GA   May 2016-September 2016

Lead Video Analytics Dashboarding and Facebook Audience Insights Beta Testing projects, developing a project plan and ensuring that deliverables were timely and of the highest quality

- Authored SAS, Python, and VBA scripts for API integrations, automated ETL processes, data integrity and quality checks, and daily monitoring. Optimized code to reduce turnaround times by 48 hours and up to 60%
- Built visualizations in Tableau and for PowerPoint decks and presented recommendations to clients
- Liaised with account team to address client needs, managed vendor relationships, and delegated work across team

Research Analyst – *BBDO,* Atlanta GA   November 2014-May 2016

Conducted analyses for AT&T cellular network claims and new business pitches. Focused heavily on automation and innovative data solutions to reduce workload and cost

- Leveraged SAS to analyze large sets of syndicated and proprietary engineering performance data to track and provide insight on key metrics used in advertising claims
- Tracked competitive intelligence, verified the validity of competitor claims for refutation
    - Automated tracking process with Python and Excel to reduce workload by 50%
- Web scraping with Python & Amazon Mechanical Turk surveys, 90% cost-savings over traditional survey platforms

Analyst, Product & Marketing – *Allconnect, Inc.,* Atlanta, GA   August 2013-November 2014

Standardized product reporting, utilized advanced and predictive analytics to build customer segmentation, merchandising algorithm, and product purchase propensity modeling to increase profitability of sales calls and increase customer satisfaction

- Built and maintained dashboard to track performance of the $2M utility product portfolio and reports in Business Objects
- Utilized SAS for advanced analytics including k-means and hierarchical clustering, logistic regression and decision trees in SAS, text analysis in R

Education
University of Georgia, Terry College of Business   Graduated May 2013
Master of Arts – Economics

Indiana University of Pennsylvania, Eberly College of Business   Graduated May 2011
Bachelor of Science – International Business Management (Finance Concentration)   *Summa Cum Laude*
Bachelor of Arts- Economics
Robert E. Cook Honors College, Honors programs in both Business and Economics, Top student in each major

Interests
- Fly fishing and fly tying
- Cooking and food
- Piano and music
- Travel and exploration