

Jamie Quinn, Ph.D.

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PROFESSIONAL SUMMARY

Expert data analyst and research scientist skilled at discovering actionable business insights through analytics and concisely communicating findings and metrics through dynamic dashboards and presentations.

EDUCATION

Florida State University

Doctor of Philosophy, *Development Psychology*

Master of Science, *Developmental Psychology*

Bachelor of Science, *Psychology and Statistics*

Tallahassee, FL

Jan 2013 – Aug 2016

Aug 2010 – Dec 2012

Aug 2006 – May 2010

SKILLS AND PROFICIENCIES

- **Languages:** Google BigQuery, R Programming, Python, IBM SPSS
- **Platforms and Programs:** Google Analytics, Supermetrics, Tableau, Periscope, Excel, Google Sheets

WORK EXPERIENCE

Hubble Contacts (Vision Path, Inc.)

Manager, Data Analytics

May 2023 – Present

New York, NY (remote)

- Manages ongoing analytics pipelines, dashboards, and workflows for the data analytics team
- Engages in advanced analytics to increase business such as running customer revenue, frequency, and monetary value analyses to determine best customer segments for targeted loyalty and retention campaigns, *leading to an increase in customer retention by 6%*.
- Directed the migration of data reporting systems after the business migrated 75% of our customer base from one payment processor to another; ensuring data integrity and smooth reporting changeover.
- Successfully teamed with the engineering department to migrate Hubble's marketing analytics from Universal Analytics to Google Analytics-4 in March 2023 with the launch of Hubble's new website.

Hubble Contacts (Vision Path, Inc.)

Senior Data Analyst

Jul 2022 – Apr 2023

New York, NY (remote)

- Built analytics reports and dashboards to track Hubble's key performance indicators and metrics
- Analyzed marketing data to track customer acquisition costs and rates across a variety of marketing platforms (Google Analytics, Supermetrics, Facebook Ads, Google Ads, etc.).
- Successfully teamed with the engineering department to migrate Hubble's marketing analytics from Universal Analytics to Google Analytics-4 in March 2023 with the launch of Hubble's new website.
- Assisted key stakeholders in creating models of customer acquisition, retention, and churn, deriving metrics for tracking inventory from warehouse to consumer, and analyzing performance of merchandising strategies, including A/B testing, to improve customer satisfaction and retention.
- Provided financial metrics for profit and loss statements, monthly financial reporting packages, and yearly financial forecast modeling and actualizations.

Florida State University - Florida Center for Reading Research

Apr 2018 – Jun 2022

Research Faculty I - Psychometrician

Tallahassee, FL

- Managed and wrangled complex data using *R*, *Python*, and *IBM SPSS*.
- Utilized sophisticated statistical methods to analyze and interpret longitudinal data.
- Built a computer-adaptive testing application for data collection using psychometric theory.
- Published research findings in top-rated international scholarly journals.

Florida State University - Florida Center for Reading Research

Sep 2017 – Apr 2018

Postdoctoral Research Fellow

Tallahassee, FL

- Learned and applied advanced latent variable modeling techniques to vital research questions.
- Wrote scholarly articles in top research journals and presented findings at an international conference.