

ed staples

data scientist & growth lead

Seasoned customer-centric growth marketer that specializes in customer acquisition, retention, conversion rate optimization and data analytics.

My passion for data is rooted in looking closely enough at the numbers to reveal purpose, belonging and want.

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relevant skills

Data Science Tools

Python, SQL, NumPy, Pandas, Scikit-Learn

Machine Learning

Regression, Classification, Clustering, NLP via CoREX and SpaCy, Neural Networks via Keras/ Tensorflow.

Data Management

Git, PostgreSQL, MongoDB, ETL via Stitch, Fivetran and Singer.io, Google Cloud.

Digital Channels & Tools

Facebook, Instagram, Pinterest, Quora, Twitter, Snap, Criteo, AdRoll, AdWords/Bing Search, Shopping and Display, Outbrain, Taboola, Iterable, Klaviyo, Talkable, CJ

OOH Channels

TV, Direct Mail

Analytics & Tracking

Google Analytics, Full Story, Facebook Attribution, Looker, Mixpanel, Google Tag Manager, Segment, Excel.

education

General Assembly - 2014

Digital Marketing

Parsons - 2013

MA in Film & Media Studies

Kansai University - 2010

BA in PR & Japanese

Webster University - 2010

BA in PR & Japanese

Data Science Fellow @ Metis

03.20 - 06.20

Completed an immersive 12-week data science bootcamp with a strong emphasis on end-to-end project-oriented skill-building in supervised/unsupervised machine learning, statistical modeling, data wrangling and data visualization through Python.

Selected Work

Predicting Customer Repeatability with Classification Models

Used Logistic Regression to build a classifier model that identifies users who are likely to repeat based on their order basket composition, AOV, revenue, acquisition channel, purchase dates, time between purchases and RFM Score. The model achieved an accuracy score of 80%.

Built a custom shopify order data parser to generate and update orders, users and basket tables. Used Singer.io open source ETL and PostgreSQL to extract and store the data.

Used unsupervised classification models to complete an RFM analysis that separates churned and loyal customers from customers in between.

Predicting Film Photograph Emulsions with CNNs

Built a classification model using Keras/TensorFlow that predicts the specific color film a photograph was taken with.

Trained convolutional neural networks (VGG16 and AlexNet) from scratch to improve my transfer learning baseline model by 110%.

Built custom data generators and image augmentations with PIL.

Recommending Airbnb Listings with NLP

Used CoREX to build a topic model of 1.2m reviews of NYC Airbnb listings.

Designed a flask app that helps users find available Airbnb listings with positive reviews that closely match user input criteria.

Digital Marketing Consultant @ Blueland

11.19 - 03.20

Tripled spend and new customer revenue while reducing CAC by 33%.

Reduced Facebook CPA by 50% by focusing on creative optimizations and wasteful spend reduction.

Doubled non-brand search conversions by expanding keywords and restructuring the account for better creative optimizations. CPAs improved by 30%.

Used Python to build repeatable acquisition budgeting, revenue forecasting, customer segmentation and CLV/RLV prediction tools, supplying business intelligence for marketing, finance and leadership.

Director of Acquisition Marketing @ Elysium Health

10.17 - 10.19

Managed an \$8m cost-efficient, ROAS-positive customer acquisition budget across a dozen online and offline channels including paid social, paid search, shopping, SEO, affiliate, display, native, sponsored partnerships, podcasts, TV, referral and direct mail.

Outlined our strategic goals and prioritized efforts to achieve them across multiple departments including engineering, creativeness, editorial, science, BI and c-suite leadership.

Reduced overall business CAC by 50% year over year by the end of 2018. CAC decreased by 68% during my tenure as Director of Acquisition.

Reduced Facebook CPA by 35% year over year in 2018. We then reduced it by another 20% in 2019 after taking the channel in house.

Increased search new customers by 58% YoY through campaign restructures and non-brand keyword growth. This was the direct result of taking the channel in-house from our partner agency.

Launched and scaled an ROI positive podcast efforts. Our CPAs were competitive with our Facebook efforts and broke even each episode on a 7 day attribution window.

Tripled the number of affiliate sales we generated year after taking affiliate in-house. We focused on increasing conversions from notable publishers like Futurism and Men's Journal.

Prioritized and launched every a/b test we launched on elysiumhealth.com. These efforts cumulatively improved conversion rate on the site by 10% in 2019.

Developed our new customer attribution methodologies and oversaw their successful integration with Looker via Fivetran. My work here included but was not limited to GA UTMs, cross-channel attribution, NPS, post-purchase attribution and brand marketing impact to business, etc.

Senior Acquisition Marketing Manager @ M.Gemi

09.15 - 10.17

Led new customer acquisition and lead gen strategies, defining success metrics for all acquisition channels.

Reduced CAC by 55% YoY allowing a consistent return on first-purchase in 2017 and doubled new customer acquisition and revenue YoY.

Rebuilt our Facebook account after taking it in-house, resulting in a 30% lower CPA YoY.

Increased paid-media last-click conversion rate by 121% YoY.

Increased welcome series CVR 2x via Facebook targeting and email creative changes.

Increased last-click conversion rate for acquisition channels by 121% YoY.

Identified our highest LTV cohorts and led efforts to grow the business by acquiring similar new customers, working closely with creative to design performant ads across major channels: Facebook, Instagram, AdWords, Native, Display, Pinterest.

Digital Marketing Instructor @ General Assembly

05.14 - 06.16

Led and supported several instances of General Assembly's ten-week digital marketing course (DGM) a 0-100 syllabus that empowers students to design digital marketing strategies from the ground up.

Curriculum included: site and channel analytics, social media, paid social, programmatic display, SEM/SEO, retention marketing, and brand positioning.

Mentored students to use data to design cross-functional marketing strategies.