

RON J. BRADICK

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

I am a data-driven Media Analytics and Data Strategy Leader excelling in client management, media measurement, and optimization methods. I have proven ability to lead high-performance teams and strategically pitch analytics offerings. I have a passion for solving problems with data and can push forward in ambiguous environments. My personal passion is the practice of meditation, specifically a practice known as Yoga Nida.

SKILLS

- | | | | |
|------------------------|--|--------------------------|----------------------|
| • SQL, Python & Excel | • Power BI, Tableau, Looker | • Measurement Frameworks | • CPG & B2B |
| • A/B Testing | • Google Analytics | • Learning Agendas | • Automotive |
| • Forecasting | • Adobe Analytics & Customer Journey Analytics | • Stakeholder onboarding | • Entertainment |
| • EDA | | • Stakeholder Management | • Insurance |
| • Reporting & Insights | | | • Financial Services |
| | | | • Retail |

PROFESSIONAL EXPERIENCE

Upwork, Fiverr, and Others | Remote

3/2025 to Present

Independent Consultant

- Deliver ad hoc analytics support for SMBs and marketing teams.
- Design, develop and launch interactive Tableau/Power BI dashboards.
- Develop measurement frameworks, learning agendas and KPI selection.

RAPP | Playa Vista, CA

5/2019 to 2/2025

Director, Media Analytics

- Onboarded \$80M client as Agency of Record, establishing analytics processes and measurement frameworks.
- Unified data from multiple agencies into client's Power BI environment, resulting in a 75% reduction in report preparation time (by use of SQL, APIs, and Cloud Automation).
- Directed test-and-learn roadmaps, driving long-term media strategy and optimization, winning 5% of total budget for testing.

RAPP | Playa Vista, CA

6/2016 to 5/2019

Associate Director, Media Analytics

- Modernized a client's pacing report in Tableau and automated pipelines with SQL & Python, cutting manual effort by at least 50%.
- Built cross-agency automated workflows, reducing reporting preparation time by 75%.
- Presented insights in weekly client and agency meetings, driving data-informed optimizations.

Direct Partners | Playa Vista, CA

6/2016 to 5/2019

Senior Manager, Analytics

- Executed an agency wide migration for reporting from Excel to Tableau, reducing turnaround times by more than 60%.
- Spearheaded a \$200K client engagement with Multi-Touch Attribution vendor, delivering a 30% increase in incremental conversions.
- Led a team of five analysts across a variety of direct response clients, where the team delivered executive-ready insights guiding marketing investments.

Mindshare World | Santa Monica, CA

3/2012 to 4/2014

Senior Manager, Analytics

- Executed an agency wide migration for reporting from Excel to Tableau, reducing turnaround times by more than 60%.
- Spearheaded a \$200K client engagement with Multi-Touch Attribution vendor, delivering a 30% increase in incremental conversions.
- Led a team of five analysts across a variety of direct response clients, where the team delivered executive-ready insights guiding marketing investments.

TBWA Chiat Day | Playa Vista, CA

10/2010 to 2/2012

Digital Marketing Analyst

- Lead analyst for a large automotive client, delivering all reporting, insights, and client recommendations.
- Assisted with the development of a large-scale SQL database, which increased reporting and insight generation time by over 100%.
- Frequent ad hoc analyses to assist in new business pitches.

PROJECTS

- Developed a machine learning algorithm that successfully classified opinions versus claims on a social media platform. Tools used include Python, NumPy, SciPy, Sklearn, Statsmodels, Matplotlib and Seaborn.
- Developed a Saliency Heatmap using ResNet, Grad-CAM and Google Colab.

EDUCATION

California State University, Bakersfield

B.S. Business Administration, Finance Concentration

CERTIFICATIONS

Google Career Certificate

Advanced Data Analytics