

RON J. BRADICK

Los Angeles, CA | (323) 240-4064 | rbradick@gmail.com
[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Data-driven Media Analytics and Data Strategy Leader with a proven track record in leveraging data to drive insights, optimize operations, and make informed business decisions. Proficient in SQL, Python, and advanced analytics techniques, with a strong ability to navigate complex situations and manage stakeholder expectations. Experienced in automating repetitive data preparation, cleansing, and reporting tasks using AI-assisted pipelines and low-code/no-code tools.

SKILLS

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

PROFESSIONAL EXPERIENCE

DSG Global | Los Angeles, CA 10/2025 to Present
Consultant, Data Analytics

- Construct ad hoc data analyses based on C-Suite executive business questions.
- Design, build and deploy Tableau dashboards for the C-Suite audiences.
- Collaborate with various teams on problem solving, data framework, and quality assurance processes.

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, securing 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 9/2014 to 3/2016
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

- Oversaw digital analysis and reporting for several accounts, supervising two associate level analysts.
- Streamlined reporting process through Excel automation, cutting reporting preparation time by 75%.

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%.

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