

Juliet Kelson

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Senior data analyst with 6 years at a major regional media organization, working across the full analytics stack — tracking implementation, ad hoc and post hoc analysis, BI reporting, experimentation, and data infrastructure — for product, marketing, acquisition, and retention teams. Experimentation work has contributed to ~\$1M in recurring revenue and a 6X lift in mobile purchases. Uses AI tooling daily for analysis and development, including semantic view authoring, structured prompt design, and code generation across Claude, Claude Code, and Codex.

EXPERIENCE

Senior Data Analyst

Star Tribune, Minneapolis, MN · Aug 2020 – Present · Promoted to Senior March 2024

- Embedded in the UX team driving product discovery, translating audience behavior into product decisions and using experimentation to de-risk builds.
- Designed and ran A/B and personalization experiments with measurable subscription impact: 6X lift in mobile purchases, 58% conversion rate increase on targeted campaigns, and caught a test variant that would have cost ~\$40K/month in losses.
- Co-created the New Subscriber Paths metric with newsroom leadership, measuring what content drives subscriptions and contributing to ~\$1M in monthly recurring revenue through subscription analytics; reshaped the Analytics–News relationship.
- Authored and maintain the Snowflake semantic layer for data modeling and standardized metric definitions, enabling consistent reporting and making the data warehouse queryable by AI tools.
- Built Snowflake and Domo data infrastructure from the ground up: ETL pipelines, self-service dashboards, and GA4 migration with zero reporting gaps across a full site rebrand.
- Integrate AI tools into analysis workflows for EDA, structured insight delivery, and multi-audience communication (Claude, ChatGPT).

Product Data Intern

Cancer IQ, Chicago, IL | June – August 2019

- Automated customer reporting via a custom parsing script; analyzed patient self-report accuracy to improve survey quality.

Data Science Intern

Pangea, Chicago, IL | May – July 2018

- Built an RFM model and analyzed user activity for business insights using RStudio, Snowflake, and MySQL.

SKILLS & TOOLS

Technical	Python, R, SQL, machine learning, predictive modeling, NLP, A/B testing, data visualization
Platforms	Snowflake, BigQuery, Domo, Looker Studio, Google Analytics (UA + GA4), GTM
AI — Data	Semantic view authoring, AI-assisted EDA, structured prompt design for analytical outputs
AI — Dev	Reusable AI workflow templates, AI-assisted code generation (Claude, Claude Code, Codex, ChatGPT)
Languages	Fluent in Spanish and Portuguese

EDUCATION

Bachelor of Arts in Computer Science — Minor: Data Science / Data-Driven Journalism

Macalester College, St Paul, MN | May 2020

- GPA: 3.89, magna cum laude

OTHER

Customer Advisory Board Member, Optimizely

2023 – 2025

- Contributed product feedback that shaped the platform's experimentation roadmap.