

# ANTHONY BAKER

DATA SCIENTIST & PRODUCT MANAGER

*Data scientist and product manager with a decade of experience building data-driven products. Looking for hands-on data roles where I can shape data foundations, build analytics systems, and help teams make smarter decisions.*

anthonywbaker1@gmail.com | 603-686-1760 | <https://data.anthony.computer>

## TECHNICAL SKILLS & LANGUAGES

R	Statistical analysis	ETL / data pipelines
Python	A/B testing	Interactive dashboards
SQL	Experiment design	KPI / OKR definition
Javascript	EDA	Data visualization & storytelling

## WORK EXPERIENCE

### Data Scientist @ DATACAMP

May 2018 – Feb 2022

- Designed, ran, and analyzed 50+ A/B tests. Architected scalable experimentation framework & dashboards.
- Built a data pipeline in Python + Airflow that ingested data from spreadsheets, APIs, and other databases.
- Launched a lead scoring algorithm to filter and score users on their likelihood of becoming sales leads. Deployed a machine learning model to recommend courses.
- Helped teams define KPIs & OKRs and built interactive company-wide dashboards.
- Conducted EDA to identify new opportunities and product areas. Drove a culture of data-driven decisions.
- Led weekly training sessions and mentored other data scientists.

### Lead Product Manager @ WORKERA

Oct 2023 - Present

- Mentored and hired PMs and designers emphasizing customer centricity, first principles, and process/culture.
- Shifted strategic direction with leadership based on scalability, customer needs, and market needs. Created alignment and concrete platform vision for AI mentorship.
- Managed a full platform rebuild to become an AI-first product, including cross-team prioritization, beta strategy, and launch.
- Attended conferences and conducted product demos for high-value sales prospects.
- Procured and established product analytics tooling for data-driven decisionmaking.

### Senior Product Manager @ HEAP

Feb 2022 – Oct 2023

- Doubled engagement rate through iteration with customers to increase ease of use & onboarding.
- Maintained a stable 6 month roadmap, including 1+ year customer-centered research roadmap.
- Led holistic JTBD user research. Created opportunity-solution trees. Fostered alignment by focusing on learning fast and identifying upcoming decision points.
- Transformed team culture and process from ticket-taking to customer obsessed, product-minded engineering. Dramatically increased velocity, launching ~4 significant betas per sprint.
- Successfully sunset a formerly core feature, moving 100% of customers to new platform with 0% churn.
- Conducted competitive analysis. Launched a differentiated feature, Journeys, that became tightly correlated with ARR retention.
- Pivoted quickly during macroeconomic swings to do more with less and support urgent business needs.

**Product Manager @ DATACAMP****Jun 2016 – Feb 2022**

- Pivoted the business model and strategy for the mobile app and increased NPS by 80% and content engagement by 126%. The app now generates >\$1M standalone ARR.
- Led design thinking exercises for leadership team. Conducted user research. Led design sprints to prototype innovative solutions for both B2C and B2B.
- Launched a signed-out experience for 3.7 million monthly active visitors. Built a service to offer dynamic, time-bounded discounts that have brought in over 25,000 new subscribers worth over \$13 million cash-in.
- Built a product roadmap to test product-market-model-channel fit for a new audience. Cut projects into vertically-scoped MVPs to provide value quickly.

**Executive Board Member @ JUDITH'S READING ROOM****Feb 2014 – Jan 2023**

*Judith's Reading Room is a nonprofit that promotes literacy by delivering custom libraries to organizations around the world and recognizes excellence in the field of literacy through the Freedom Through Literacy annual award.*

---

**EDUCATION**

---

**Technology, Innovation, and Education Ed.M.**, Harvard UniversityCambridge MA, **2016****Creative Writing, Computer Science, A.B.**, Football (NCAA D1), Lafayette CollegeEaston PA, **2015**

Phillips Exeter Academy

Exeter NH, **2011**