

# JORHAN CRUZ

jorhancruz@outlook.com | linkedin.com/in/jorhancruz | Orlando, FL

## SUMMARY

---

Insights & Analytics Manager with 5+ years translating media, social, and campaign data into client-facing strategy across national accounts including McDonald's, SharkNinja, NAPA, Chase Sapphire and Walmart. Track record leading platform migrations, building AI-assisted reporting workflows, insightful dashboards and serving as primary measurement lead for high-visibility, fast-turnaround campaigns.

## EXPERIENCE

---

### Manager, Insights & Analytics, Golin

Jan 2023 – Present

*Promoted from Senior Associate Analyst to Manager; lead measurement strategy across multiple national accounts.*

- Serve as measurement lead for McDonald's national campaign launches (Beverages, Hot Honey, Caviar, Big Arch), owning end-to-end reporting strategy and client-facing delivery for high-visibility, fast-turnaround PR campaigns
- Led the McDonald's account's full migration from Talkwalker to Meltwater; rebuilding the monitoring environment, auditing data for performance discrepancies, and managing client concerns through the transition with no disruption to reporting
- Built AI-assisted measurement workflows and Excel automation tools that reduced manual reporting time across multiple accounts, freeing team capacity for higher-value analysis
- Stepped in as primary account contact during a team transition, maintaining McDonald's reporting continuity and agency-partner relationships, and onboarding several new analysts to close knowledge gaps
- Delivered social and media measurement dashboards and reporting for SharkNinja; client feedback specifically credited the work with strengthening the account relationship, and was recognized by NAPA for going beyond standard sources in social listening analysis, leading the client to request additional projects
- Became team subject-matter expert on Podchaser and SimilarWeb, training colleagues and providing cross-account support on monitoring tools and reporting workflows across Walmart, NAPA, Allstate, Johnsonville, and Fidelity

### Junior Data Analyst, Code and Theory

2021 – 2022

#### ConEdison

- Led research and strategy on ConEd's corporate PR calendar, using media coverage and social listening to identify favorability trends and customer pain points (grid infrastructure, billing), informing a data-backed awareness campaign on clean energy and EV charging initiatives

#### Amazon Ads

- Built dashboards (Sprinklr, Dash Hudson) to track social KPIs and surface top-performing content; social listening insights on fashion-focused ads led to expanded work on a new Amazon app in development

#### Chase Sapphire

- Scripted custom Python bots to extract and categorize social media follower data; combined competitive landscape analysis, social listening (Synthesio), and audience segmentation (GWI, DemoPro) to deliver an influencer recommendation adopted by the client

#### Kaplan

- Ran a keyword gap analysis (SEMRush, GA) that uncovered site cannibalization across 80+ internal Kaplan domains; recommendations on which sites to consolidate drove a 43% increase in traffic, conversions, and bounce rate on a test deployment, later rolled into the main site

### Data Analytics Intern, Chegg Inc.

2021

- Lariat Rental: Built an exploratory Excel dashboard with advanced functions (VLOOKUP, INDEX/MATCH) for predictive modeling and forecasting, identifying an \$18M/year cost-saving opportunity
- EPA Dataset: Used SQL (PostgreSQL) to extract and structure data from a large public dataset; applied Python (Pandas, NumPy, Matplotlib) for visualization and statistical A/B testing

## SKILLS

---

**Tools:** Meltwater, Talkwalker/Relevance Radar, Stat Social, GWI, Sprinklr, SEMRush, SimilarWeb, Podchaser, Tableau, GA4, Excel (advanced/automation)

**Additional:** Social/media measurement, AI-assisted reporting workflows, client presentation & strategy, cross-platform data migration, competitive landscape analysis, SEO/web analytics, statistical analysis

## EDUCATION

---

Valencia College | AA Business Communications