

SPENCER STERN

Product Analyst | Experimentation & Behavioural Insight

London, E12 • spencer.stern@gmail.com • [linkedin.com/in/spencerstern/](https://www.linkedin.com/in/spencerstern/)

SUMMARY

Nine years at one of the UK's largest digital publishers, moving from content and operations into data and experimentation over time. For the last four years, the work has been product-facing: designing and analysing A/B tests, investigating user behaviour with BigQuery and Athena, and turning results into clear recommendations for product managers and senior stakeholders. Looking to bring that experimentation depth into a dedicated product analyst role.

SKILLS

Experimentation:	A/B test design, hypothesis framing, experiment readouts, post-hoc statistical evaluation, guardrail monitoring, CUPED familiarity, GrowthBook, painted door tests
Product Analysis:	Subscription & registration funnel analysis, user behaviour, KPI diagnostics, impact analysis, feature evaluation, product opportunity discovery, paywall strategy
SQL & Data:	BigQuery, Athena: joins, CTEs, window functions, funnel queries, retention cohorts, session-level analysis
Visualisation & Reporting:	Looker Studio, Amplitude, GA4, concise experiment readouts, dashboard design, stakeholder documentation
Tools:	GrowthBook, BigQuery, Athena, GA4, Amplitude, Looker Studio, Excel, Jira

EXPERIENCE

Reach plc, London | Feb 2016 – Jun 2025 (9 years 5 months)

One of the UK's largest digital publishers, with 65+ national and regional news brands including the Mirror, Express, and Manchester Evening News, reaching tens of millions of monthly users.

Senior Data Analyst | Sep 2023 – Jun 2025

- Owned end-to-end experiment analysis across 65+ news sites, contributing to a ~5% uplift in yearly pageviews worth an estimated £50K+ in incremental ad revenue, from hypothesis validation through to post-hoc evaluation and rollout recommendation across registration prompts, content gating, and engagement initiatives.
- Designed a painted door experiment to quantify subscription appetite at segment level, providing paywall strategy teams with concrete demand signals where none previously existed.
- Translated complex experimental results into go/iterate/stop recommendations for product managers, designers, and senior stakeholders.
- Queried user behaviour in BigQuery and Athena to support hypotheses, diagnose funnel drop-offs, and surface product opportunities ahead of roadmap discussions.

Experimentation Manager (interim) | Jun 2022 – Nov 2022

- Maintained the experimentation programme's momentum during a six-month leadership gap, keeping test delivery on track while stepping up to lead the function across planning, stakeholder communication, and team coordination.
- Introduced practices to sustain experimentation culture during the gap: a team newsletter, a stakeholder workflow deck, show-and-tell sessions, cross-functional ideation, and internal retrospectives to keep the analyst team aligned and moving under a Kanban workflow.

Data Analyst | May 2021 – Aug 2023 (includes Experimentation Manager interim period, Jun–Nov 2022)

- Evaluated 10–20 experiments per month across the portfolio, growing the programme over time, using BigQuery for feature and cosmetic A/B tests and a first-party AWS platform for AI/ML-based experiments.
- Maintained a structured experiment log across the full portfolio, providing an auditable record of test history, decisions, and outcomes for product and stakeholder reference.
- Analysed the rollout of a Bookmark feature — a logged-in article-saving tool tied to user profiles — contributing to the case for full deployment; the feature shipped and remains live across the sites today.
- Built result dashboards in Looker Studio to support product managers across multiple brands with ongoing behavioural monitoring and experiment readouts.

Digital Business Analyst | Jun 2019 – May 2021

- Supported planning and delivery for 300+ email newsletters, coordinating requirements across editorial, design, and commercial teams to align content performance with first-party data and audience growth goals.
- Documented processes and produced structured briefs that brought clarity to ambiguous multi-stakeholder initiatives, developing habits of precision and written communication that translate directly into analytical work.

Tech Support Analyst | May 2018 – May 2019

- Provided 2nd-line support for live news platforms within an ITIL framework using ServiceNow, liaising between editorial teams and engineering to diagnose issues, document bugs, and feed recurring problems back into the product improvement cycle.

Digital Producer | Feb 2016 – May 2018

- Managed content operations and platform updates across major news brands using Escenic CMS, building deep familiarity with how large consumer digital products behave at scale.
- Co-led migration of 30 websites to a new responsive platform in 6 weeks, extending rollout to 20+ further sites; an early lesson in coordinating cross-functional delivery under tight constraints.

EARLIER CAREER

Digital Consultant — Sando Solutions, London | Jun 2010 – Dec 2013

Independent digital consultancy: client-facing web projects, Prince2-derived project management, ERP partnership build. Full IOEE membership and certificate in Enterprise Mentoring.

Digital Business Analyst — Digital Bananas Technology, London | May – Dec 2015

Remote BA on digital projects using Jira and Confluence; requirement elicitation via workshops and focus groups alongside project managers and PMO analysts.

Digital Content Editor — Photomart, London | Jan 2014 – Apr 2015

Rebuilt the entire ecommerce platform in Magento from scratch, migrating product data via Excel/CSV and SQL queries. Developed editorial policies to ISO 9000 standards.

Early Career — Retail & IT Support — Various Employers, London | 2004 – 2010

Customer service, technical problem-solving, and operational roles that established foundations in data handling, process discipline, and working under operational pressure.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.Sc. (Hons) Multimedia Technology & Applications (2:1) — London Metropolitan University | 2000–2003

Member, Institute of Enterprise and Entrepreneurs (IOEE) — Certificate in Enterprise Mentoring

ADDITIONAL

Published author of *Your Social World Explained*, a research-grounded work on personality psychology and interpersonal dynamics. Demonstrates capacity for sustained independent research, building structured frameworks from complex source material, and communicating nuanced ideas to a general audience. The same discipline that makes a good analytical writer makes a good product analyst.