Jackson Rudoff

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Summary

Data product manager with a strong foundation in Python, SQL, and Spark, and hands-on experience building data and measurement products for adtech and political advocacy. Skilled in applied statistics, survey modeling, and NLP techniques to support research and analytics initiatives. Proven leader in cross-functional collaboration across product, client services, and engineering teams to deliver actionable insights and inform strategy.

Experience

Applecart, Associate Product Manager, *Research & Insights* — New York, NY — Dec 2024 – present

- Synthesizes user and performance data to build adtech products, while supporting engineering and data science teams with technical work in Python and SQL.
- Manages True Attention and Audience Reporting products, overseeing initial user adoptions and ensuring scalability to support growth to 1000+ clients.
- Developed internal observability dashboard, building 12 quality metrics to monitor impression ingestion pipeline and detect problems in real-time.
- Lead Monthly Product Review sessions with 10+ stakeholders, synthesizing product performance and roadmap updates to inform strategy and prioritization.

Applecart, Data Analyst, Client Services (Previously: *Targeting Associate*) — New York, NY — Dec 2022 – Dec 2024

- Implemented new parallelized model selection workflow for survey audiences, reducing multi-day manual process to instead take 1-2 hours.
- Developed 3 novel PySpark pipelines automating data ingestion and pre-processing for client-facing audience reporting products.
- Built Python API to support Applecart's Employee and Shareholder Targeting products, reducing onboarding SLA to 3 business days.
- Re-engineered a bootstrapping method used in brand lift survey analysis, reducing pipeline runtime from 4-6 hours to >1 minute.

DS Political, Media Planning Intern — Remote — July 2022 – Nov 2022

- Used Catalist, PDI, and Simplifi to build, onboard, and manage voter universes for 20+ client project, providing feedback on ad placement2 and segmentation strategy.
- Executed internal research projects, including a validation study of zip-code level voter universes that led to a 50% reduction in query runtime.

Skills

Programming & Data Tools: Python, SQL, R, Spark, DuckDB, Pandas, scikit-learn, Tensorflow, nltk

Analytics & Visualization: Tableau, Excel, Databricks, PowerBI, Jupyter

Workflow & Collaboration: GitHub, Asana, Confluence, Shortcut, VSCode

Research Methods: NLP, survey methods, causal inference, Bayesian modeling, A/B testing

Languages: English (native), French (intermediate)

Education

Columbia University — New York, NY — Sept 2022 – May 2023
MA in Quantitative Methods in the Social Sciences

- GPA: 4.09/4.0 ([Thesis](#))

Case Western Reserve University — Cleveland, OH — Aug 2017 – May 2021
BA (honors) in Political Science & Cognitive Science

- *summa cum laude*, Phi Beta Kappa, James Dysart Magee Award, Comparative Politics Prize

Publications

Gendering Cabinet Reshuffles in France and Spain — Aug 2022

Karen Beckwith, Susan Franceschet, Jackson Rudoff (named RA)

10.1017/gov.2022.31 (Government & Opposition)