

JEVON CRAIG

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PROFESSIONAL SUMMARY

Product analyst and partnerships strategist with 5+ years building analytics infrastructure, driving insight-led decisions, and connecting brands to culture. Proven ability to translate behavioral data into business strategy across consumer goods (L'Oréal Luxe) and sports technology (FanDuel Casino). Independently building a creator partnerships practice - securing brand deals, designing multi-partner events, and developing talent-brand strategies across sports, music, and lifestyle verticals

PROFESSIONAL EXPERIENCE

FanDuel

New York, NY

Product Analyst - Casino Analytics

Feb 2026 - Present

- Running product experimentation across Casino Lobby, Generosity, and Gameplay workstreams - spanning data science model-backed tests and standard A/B experiments across game discovery, promotions, in-game experience, and player segmentation to directly inform Casino product strategy
- Established baseline metrics and performance targets for FanDuel Casino's first-ever In-Game Experience redesign - covering deposit entry, menu discoverability, funds control, and promo interaction; findings directly shaped design workshops where product and design teams' pressure-tested concepts against player mental models' research
- Led in-app merchandising analysis for a major Epic Game Launch deep dive - work contributed to a new player segmentation framework now used across Casino to classify player value tiers and inform zone-level experimentation across the app
- Built an Automated Experimentation Dashboard centralizing Casino A/B test results from Databricks and launched a Slack hub standardizing experiment workflows across workstreams - creating a single source of truth for product and analytics teams across all Casino tests

L'Oréal Luxe

New York, NY

Assistant Manager, Consumer Insights & Omnichannel Analytics

Apr 2023 - Feb 2026

- Built scalable analytics infrastructure across Power BI, Tableau, and Databricks - automated reporting freed ~50% of team capacity and standardized metrics across 13 DTC brands
- Contributed to 50+ A/B tests generating \$3.5M-\$4M in incremental revenue by defining hypotheses, KPIs (CTR, CVR, open rate), and measurement frameworks that moved teams toward a test-and-learn culture
- Delivered exec-ready strategic narratives shaping product messaging, channel investment, and audience segmentation across major brand launches; served as central analytics resource across Lancôme, YSL Beauty, and Kiehl's
- Co-founded Black @ L'Oréal ERG - scaled nationally across New York, Los Angeles, Tampa, and remote through cultural programming and events that drove 25% engagement growth; identified and brokered the brand fit introduction between NYX Professional Makeup and DJ Uncle Waffles, directly initiating a formal partnership conversation

L'Oréal Luxe - Urban Decay, Kiehl's

New York, NY

Digital Marketing (CRM) & Analytics Associate

Mar 2022 - Apr 2023

- Managed CRM lifecycle programs (email, loyalty, SMS) and analyzed campaign attribution to optimize budget allocation across two brands
- Supported cross-functional personalization strategies contributing to 35% of DTC revenue through dynamic product recommendations and triggered content; delivered post-campaign insights that refined future audience targeting

BCC - BRIDGING COMMUNITIES AND CULTURE (INDEPENDENT)

Founder, Brand Partnerships & Creator Strategy

2025 - Present

- Lead brand partnerships and event strategy for two creator and community organizations, applying consumer insights and analytics experience from L'Oréal and FanDuel to evaluate partner fit and turn audience data into brand pitches
- Supported [No Regulars Podcast](#) growth to 660K followers across Instagram, TikTok, and YouTube, and secured its first paid brand deal (Big Potato Games) while building a pipeline across gaming, mobile, and streaming brands
- Launched [ReelOnez](#) in April 2026 and grew it to 2K+ followers, hosting six community meetups and two sold-out boat events (120 attendees total, Olipop as partner) with full event strategy, lessons, equipment, prizes, and food

SKILLS & TOOLS

Analytics & Data: SQL, Python, Databricks, Amplitude, Power BI, Tableau, Looker, Google Analytics

AI & Emerging Tech: Agentic analytics workflows, AI-assisted analysis, prompt engineering, LLM tool integration

Strategy & Growth: A/B Testing & Experimentation, Behavioral Analytics, Funnel Analysis, Segmentation, CLV, GTM Strategy

Platforms: Salesforce Marketing Cloud, Attentive, Jira, Confluence, Google Workspace, Microsoft 365

Certifications: ServiceNow ITSM Fundamentals

EDUCATION

Rutgers University

New Brunswick, NJ

B.A. Economics (Financial Economics Concentration), Minor in Entrepreneurship | Dean's List (4x)