

SAMARTH BHASKAR

Pittsburgh, Pennsylvania | (309) 826-4649

samarth.bhaskar@gmail.com | <https://www.linkedin.com/in/samarthbhaskar/>

SUMMARY

An enterprising, change-oriented, results-driven senior leader with in-depth experience in process improvement, project management, policies and procedures, implementations, performance management, client/vendor relations, and training and mentoring across multiple industries. Trains and motivates top-performing, diverse, and collaborative teams and improves results. Drives innovative initiatives that maximize efficiencies and enhance business growth. A forward-thinking, inspiring leader who empowers an organization to achieve goals and build dependable and trustworthy partnerships.

Strategic Planning | Digital Strategy | Analytics | Team Leadership | Operations

EXPERIENCE

CITYBLOCK HEALTH, Brooklyn, New York (Remote)

VP, Member Engagement Operations, 2021-2022

- Supervised eight leads, indirectly leading ~100 outbound and inbound engagement staff focused on onboarding thousands of Medicare, Medicaid, and dual-eligible members per month to value-based healthcare services.
- Led 40% quarter-over-quarter improvements in onboarding KPIs. Managed P&L for \$500K technology, services, and vendor operations budget.
- Co-led member engagement strategy, including messaging strategy, conversion rate improvement, technology build and vendor evaluation and implementation, target setting, and leadership toward goals.
- Partnered with senior leaders in high-growth, highly regulated startup to meet total cost of care, burden of illness, lowered utilization, and other business needs across five markets and multiple lines of business. Built member trust and maintained high member experience and outcomes.

THE NEW YORK TIMES, New York City, New York

Senior Editor, Digital Transition Strategy, 2017-2020

- Co-led 20-member digital transition team charged with ushering in 1,600-journalist global newsroom from premier print to premier digital newsroom.
- Set and achieved companywide goal of acquiring 5M digital subscribers by 2020.
- Created, piloted, and implemented a newsroom-wide goal-setting system used by leadership to set and evaluate progress. Directed training of journalists to use data tools to understand audiences.
- Trained dozens of journalists in basic data analysis skills like spreadsheets and visualizations to own beats.
- Embedded with reporters and editors to improve strategy, workflow, tools, editing, and audience development.

THE NEW YORK TIMES, New York City, New York

Editor, Digital Transition, 2016-2017

- Piloted and scaled new editing workflow for newsroom, including 500 editors in three main bureaus across globe, increasing efficiency for articles published by ~20%.
- Provided digital audience editorial guidance for newsroom leadership and departments like culture, books, international, national, and sports.
- Co-built digital transition team from three to 20 members with diverse backgrounds and skills including technology, photo, video, graphics, audio, and data editing.

THE NEW YORK TIMES, New York City, New York

Newsroom Analytics Manager, 2015-2016

- Contributed to 2020 Report, seminal strategy document that shaped digital future of NYTimes newsroom, including acquiring 5M digital subscribers.
- Analyzed web, app, and social media data to understand *NYT* audience and improve editorial decision making.
- Technical member of first-of-its-kind newsroom audience team, partnering with audience editors to distribute breaking news and world-class journalism across the web.

ETSY, New York City, New York

Data Analyst, 2013-2015

- Managed experiment design, analysis, and implementation, using large-scale web data of buyer and seller behavior.
- Analyzed marketing and growth projects, including email experiments for retention and re-acquisition.
- Created internal visualizations, dashboards, and reporting for product managers, designers, executives, and engineers.
- Co-authored company white papers covering buyer behavior and international growth.

CONSULTING EXPERIENCE

SELF EMPLOYED, New York City, New York

Independent Consultant, 2020-2021

- Led data and analytics for Fellow Americans and Incite Studio, creating, measuring, and distributing hundreds of effective digital political communications for progressive organizations, including Biden for President.
- Provided strategic and analytics consultation for STAT News for subscriber acquisition, engagement, and retention projects.

PROFESSORIAL EXPERIENCE

FORDHAM UNIVERSITY, New York City, New York

Adjunct Professor, Master of Arts in Public Media, 2017-2020

- Designed and taught course called “Data and Communication,” including technical analytics skills and strategic data use in communications careers in politics, media, and non-profit sectors.
- Mentored students in career development and analytics and advised graduate theses.

ADDITIONAL EXPERIENCE

OBAMA FOR AMERICA, Chicago, Illinois, **Senior Data Analyst**, 2011-2012. Retrieved data, developed automated reports, and worked with all other analysts to fulfill needs of organization. Conducted data analysis in SQL and R, automated reports, and supported digital outreach, including campaign emails reaching 16M people.

EDUCATION

UNIVERSITY OF CHICAGO, Chicago, Illinois, **M.A., Social Science**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN, Urbana-Champaign, Illinois, **B.A., International Studies and Communications**

TECHNICAL SKILLS

R, SQL, Spreadsheets

COMMUNITY AFFILIATIONS

CELF Board
NEW INC Mentor
Galvanize DATA mentor

WEBSITE

samarthbhaskar.com

HONORS/AWARD

Publisher's Award, *The New York Times*, 2020
30 under 30, *Brooklyn Magazine*, 2018