

Josh Belzman

Analytics, Measurement and Product Leader | Insights, Impact, Delivery & Innovation with Purpose

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PROFESSIONAL SUMMARY

Measurement leader who ships and scales. 15+ years owning delivery on dashboards, reporting frameworks, content strategy systems, and decision platforms. Able to translate messy specs into crisp requirements, MVPs and tools that actually get used to answer business questions. Adept turning AI tools into a force multiplier without sacrificing quality, data privacy and human insight.

CORE COMPETENCIES

- ▶ Discovery & Insights
- ▶ MVP Scoping & Delivery
- ▶ Engineering Partnership & Spec Writing
- ▶ Stakeholder Collaboration & Action
- ▶ AI-Native Workflows (LLMs, Copilots)
- ▶ Roadmap Definition & Prioritization
- ▶ Cross-Functional Facilitation
- ▶ Success Metrics & Post-Launch Iteration
- ▶ Coaching & Mentoring
- ▶ Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Director of Analytics

Apr 2024 – Present

Publicis Media — Dick's Sporting Goods

- **Own client-facing Tableau reporting product end-to-end** for a \$300M+ media program — running discovery with strategy, investment and client stakeholders; writing requirements; partnering with engineering on delivery; and managing the roadmap of feature requests, fixes, and capability expansion.
- **Designed tiered reporting framework** (pacing, pulse, wrap) with defined scope, SLAs, and quality bars — operationalizing data storytelling at scale.
- **Translate fragmented data** (ad servers, CRM, social listening, 3rd party measurement like IAS / DoubleVerify / DISQO, MMM data and lagging outcomes) into a unified insight engine — replacing platform-hopping with one place to do the work.
- **Scope & scale aggressively.** Learn from real usage, then expand. Use this approach to deliver benchmark automation, modeling and data prep, and cross-channel reporting without stalling in analysis paralysis.
- **Lead a four-person team using Agile workflows** — sprint planning, requirements tickets, clear ownership lanes, and cross-functional facilitation that keeps projects moving and teams engaged and growing.
- **Use AI tools as a force multiplier** — added 1-2 FTE worth of analytic and data engineering capacity using LLMs and agents for ETL, spec drafting, requirements synthesis, taxonomy fixed and prototyping; serve on multiple agency AI task forces promoting practical AI use, with privacy-safe handling of data.

Associate Director of Analytics

Mar 2022 – Apr 2024

Zenith Media — Eli Lilly & Co.

- **Shipped a Power BI reporting product** covering 8 pharmaceutical brands — owned discovery with brand teams, defined scope, wrote requirements, leveraged DAX, ran UAT cycles, and managed the post-launch backlog of feature requests and fixes.
- **Built decision frameworks.** Triangulated IQVIA Rx outcomes, MMM results, and leading digital media indicators into clear go/stop/monitor views — answering the question “so what? and “what next?”
- **Ran enablement and adoption programs** to make sure the product got used the way it was designed — training cross-functional teams, gathering feedback, and feeding it back into the roadmap.
- **Introduced AI-assisted workflows** — compressed manual reporting cycles and reallocated team capacity toward higher-value work.

Senior Analytics Manager

Mar 2020 – Feb 2022

Courier Newsroom

- **Designed, built, flew the plane.** Launched an end-to-end newsroom analytics product on GCP with virtually no budget — Looker dashboards tied to BigQuery, WordPress, Sprout Social, Mailchimp, and voter file data — use to beat audience growth goals by tying content engagement directly to audience strategy.

Digital Analytics Consultant

Aug 2019 – Mar 2020

CNN

- **Shipped DOMO dashboards for editorial and business teams.** Standardized 500+ visualizations to drive consistency and adoption — a focused, scoped engagement that delivered trust at scale.

Digital Engagement Director

Jul 2026-Jul 2019

Fred Hutch and City of Seattle Mayor's Office

- Digital engagement and social media lead at Fred Hutchinson Cancer Research Center and City of Seattle — leading content creation and strategy, measurement, vendor integrations, and audience engagement

Producer & Systems Editor

2004 – 2016

MSNBC.com / NBC News Digital

- **Guided editorial systems, content syndication tools, and early mobile/social distribution platforms** on the #1 internet news site — partnering with engineering, product, and editorial to define requirements, prioritize features, and deliver.
- **Programmed major online news hub.** Produced msnbc.com homepage, wrote and edited features, coordinated breaking news coverage, developed social media strategy and franchise plan.

TOOLS & SKILLS

Product & Delivery: Discovery & customer interviews, requirements writing, MVP scoping, roadmap planning, Agile / sprint workflows, success metrics & post-launch iteration

PM & Collaboration: Jira, Confluence, Airtable, Slack, Notion, Figma, Miro, FigJam

AI & Automation: Claude, OpenAI, Copilot, Gemini — daily use for drafting specs, customer research synthesis, prototyping, and automating repetitive work; agentic workflow design

Data & Technical Fluency: SQL, Python (working level), Power BI, Tableau, Looker, DAX, BigQuery, Redshift, Snowflake — enough to speak the language of engineering and evolve the work

EDUCATION & CERTIFICATIONS

B.A., Journalism and English — University of Washington • Microsoft Project Management Certification • Certifications in AI Integration and Media Analytics