Kevin Burke

Applied AI & Analytics Leader · Philadelphia area, hybrid or remote

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Summary

I build AI that does a department's work, and I teach teams to run it. At a 50-person media agency I rebuilt analytics on my own, built an AI agent that serves 18 clients and $120M in annual media, and now lead two analysts who run agents of their own.

Experience

Associate Director, Data & Analytics
February 2026 – Present

Noble People — New York, NY (hybrid)

- **Built Rocky, an AI agent on Claude Code** wired to 15+ tools. It runs analysis, reporting and deliverables for 18 clients, and a person approves every output.
- **Rebuilt the analytics function solo:** one BigQuery warehouse for 22 clients, 12 ad platforms, $120M in spend.
- **Drove adoption:** both my analysts run agents cloned from Rocky and own 8 client accounts each.
- **Set the guardrails:** wrote the AI safety and adoption memo leadership approved and funded within a month.
- **Tied it to revenue:** analytics and AI are in nearly every new-business pitch, including an agency-of-record win.
- **Proved it under pressure:** two weeks of paternity leave, zero client requests missed, 15+ releases shipped.
- **Cut client deck production from days to hours** and found $400K+ missing from ad-server reporting.

CRM Retention Strategy Manager
September 2024 – October 2025

Newell Brands (Yankee Candle) — Hoboken, NJ

- **Grew CRM revenue 22% year over year** and repeat purchase rate 18% with synced email and SMS.
- **Built AI automation tools and a unified Power BI dashboard** that cut campaign execution time.

Senior Manager, Digital Strategy
July 2021 – September 2024

Data Axle — New York, NY

- **Grew agency revenue 61% year over year** leading integrated media planning.
- **Joined five teams into one workflow,** opening cross-sell revenue across them.

Account Manager
September 2019 – July 2021

Innovid — New York, NY

- **Ran $5M+ in programmatic video and display** for enterprise clients; led the Mediaocean Prisma rollout.

Earlier

Customer Success at Impact (Forensiq) and Sizmek, 2017 – 2019: advised 50+ clients on ad fraud.

Independent Builds

- **Rocky 2.0:** my own AI operating system, with tested guardrails that block any unapproved send or delete.
- **Just Buy Nothing:** a practice store for people cutting back on shopping; about 450,000 views at Reddit launch.

Skills

AI: AI strategy and adoption, AI governance and safety policy, agentic workflows, human-in-the-loop design, Claude Code, Claude API, MCP, LLM output evaluation

Data: SQL, BigQuery, Python, Google Apps Script, GA4, Looker Studio, Power BI

Leadership: AI enablement and training, change management, use-case prioritization, executive reporting

Education

Rutgers University – New Brunswick — Bachelor of Arts in Economics · Data Science Certificate