

Ben Akoka

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Statistics and Data Science student at UC Santa Barbara with experience spanning industry, research, and consulting. Leveraging Python, R, SQL, and statistical analysis, I enjoy transforming complex data into actionable insights that drive informed decision-making.

PROFESSIONAL EXPERIENCE

Taboola, Inc.

Data Analyst & SEO Strategy Paid Intern

Remote

June 2025 – September 2025

- Analyzed 200+ webpages across Taboola's AI, seasonal, and marketing hub domains to identify content performance trends, keyword opportunities, and SEO optimization strategies across diverse content categories.
- Conducted competitive benchmarking and keyword research across 12+ competitors to uncover search gaps, evaluate ranking performance, and develop recommendations to improve organic visibility.
- Built and presented 8+ strategy reports using Google Search Console, Looker Studio, Ahrefs, and internal analytics tools to translate performance data into actionable SEO initiatives for cross-functional stakeholders.

UCSB Center for AI and Society

Undergraduate Research Assistant

Santa Barbara, CA

August 2026 – Present

- Conducting research with Professor David Lawson on gender attribution bias in AI-generated summaries through human and AI transmission-chain experiments.
- Contributing to literature reviews, experimental design, IRB preparation, and data collection using Prolific to evaluate AI-generated outputs from large language models including ChatGPT and Gemini.

TAMID Group

Project Manager

Santa Barbara, CA

January 2025 – Present

- Conducting market research, customer segmentation, and competitive analysis for an AI startup.
- Developed strategic recommendations for stakeholders that informed product development and go-to-market strategy.

UC Santa Barbara Tour Guide Association

Campus Tour Guide

Santa Barbara, CA

January 2026 – Present

- Lead engaging campus tours for prospective students and families.
- Showcase UCSB academics, campus life, and student experience through engaging storytelling and personalized interactions.

Heschel Day School

IT Technician

Northridge, CA

June 2022 – September 2024

- Inspected, repaired, and audited laptops, projectors, and tablets to identify issues.
- Extracted and transferred GPU, RAM, hard drives, and CPU from faulty PCs.
- Assisted the entire teaching staff and other faculty with individualized technological issues.
- Created graphics, slideshows, and videos for marketing campaigns.

Tutoring

Self-Employed

Online

February 2020 – Present

- Provide individualized instruction to students ages 12–18 in mathematics, English, and history through virtual and in-person sessions.

EDUCATION

University of California, Santa Barbara

Bachelor of Science (B.S.) in Statistics and Data Science

Santa Barbara, CA

September 2024 – Present

- Graduation date: June 2027; GPA: 3.87
- Honors Program; Technology Management Program
- Relevant Coursework: Probability & Statistics, Statistical Modeling, Data Science Concepts & Analysis, Linear Algebra, Computer Science (Python)

Google Data Analytics Professional Certificate

- Applied spreadsheets, R, and SQL to clean, analyze, and visualize data for business problem-solving.

Online

September 2024

SKILLS & INVOLVEMENTS

- Programming: Python, R, SQL
- Analytics: Excel, Google Sheets, Looker Studio, Google Search Console, Ahrefs
- Methods: Data Cleaning, Data Visualization, Statistical Analysis, SEO Analytics
- Alpha Epsilon Pi Executive Board - Director of Recruitment; lead recruitment efforts and coordinate campus events