

## Client Name

embedded LI profile  
embedded email

mobile #

## Summary of Qualifications

I am a Data Analytics professional who develops marketing strategies informed by data-derived insights and research techniques, allowing me to determine optimal segmentation strategies to increase awareness, drive acquisition, and retain clients. I am expert at using Marketing Mix Modeling to estimate the impact of marketing activities on sales. Having worked on both the client and agency side, I have developed a vast array of analysis techniques, building marketing strategies to achieve business objectives. My friends and family are all too aware of my proclivity for initiating conversations around marketing analytics, while acknowledging the help my advice provides their small businesses.

## Career Highlights

- Improved Comcast's ad engagement by >35% by transitioning from manual process to dynamic ad targeting platform, providing control of ad content without re-publishing, as well as reducing time to change ads from days to minutes, allowing ad changes multiple times per week
- Presented to internal stakeholders re: digital marketing analytics with forecasts based on large & complex data sets
- Owned Marketing Mix Modeling process that resulted in Avon re-assessing its marketing plan to more effectively re-allocate its multi-million dollar marketing budget
- Showcased Neustar relationship as direct influence on Equitable's marketing strategies that achieved lower costs per acquisition across all campaigns
- Developed email strategy, testing, & list pull criteria that improved email open rates via subject line testing, increased open rates by >70%, & content engagement by >2.5x
- Established process for Havas to streamline reporting, resulting in >3x reporting output efficiency
- Optimized Comcast's targeting & creative testing by enhancing display retargeting program to achieve >60% reach & >20% efficiency
- Innovated program to motivate prospective customers to switch to Comcast when moving to new residences that led to significant increase in sales

## Professional Experience

Company

2018 - present

Lead Manager

- Manage 4 analysts in developing B2C & B2B2C data-driven marketing & branding strategies for financial services products
- Implement media & site tracking to support data capture, & build retargeting audiences for Equitable.com
- Execute brand strategy across key channels: paid search, paid social, display, email, & website campaigns
- Create data-driven strategies for media planning process around segmentation, unique messaging, retargeting, channel selection, & UX
- Provide forecasting & recommendations for budget allocation
- Build dynamic dashboards via data visualization software to provide near-real time updates to monitor performance
- Lead strategy for creative development based on data
- Direct strategy, media optimizations, & reporting standards, collaborating with media agencies & B2B2C stakeholders to drive awareness, customer acquisition & retention
- Establish analytics dashboards to enable senior leadership to track business objectives

Company 2017 - 2018  
Associate Director

- Led 4-person analytics team to develop campaign measurement planning for >10 brands within LVMH portfolio
- Managed relationships with >10 LVMH executives

Company 2012 - 2017  
Associate Director  
(promoted from Manager)

- Led 3 direct reports on analytics team
- Trained analytics department on digital testing & implemented tests across multiple marketing channels to assess content & develop insights for increasing user engagement
- Consulted with clients to identify growth areas, implement & execute custom test designs
- Led design & delivery of Test/Measurement plan that influenced decision-making on ad design & publisher selection
- Conducted multi-variate tests, incrementality testing, test vs. control test, & a/b tests

Company 2008 - 2011  
Senior Analyst

- Assessed impact of marketing vehicles on brand share & sales volume
- Transformed large data sets for Marketing Mix Modeling
- Analyzed output to derive sales contribution factors across tactics that influence marketing strategy, providing data-derived insights into how to forecast & budget

## Software

MS Office: Word, PowerPoint, expert-level Excel; Google Analytics, Google Ads; Tableau; Tealium; DataBricks; SQL; Adobe Audience Manager; Basecamp; Workfront; Rackspace; Spongecell; IAS; Vimeo; Comscore; Facebook Business Manager; LinkedIn Business Manager

## Education

Executive Presence & Influence certificate (Wharton Executive Education)

SUNY at Buffalo  
B.S. – Mechanical Engineering