
Senior Technology Executive

7+ years of success leading analytics, customer acquisition & product development for high-growth companies

Repeated success leading cross-functional marketing and business intelligence teams in the design, launch, and management of next generation analytics, demand generation, customer acquisition and retention programs. Talent for utilizing A/B testing and analytics to lead informed product development and improve conversion and retention rates by record-setting levels. Extensive experience forging relationships with internal and external stakeholders to reach consensus, optimally prioritize resources and efficiently manage project budgets and timelines.

Highlights of Expertise

- MySQL, SQL, Tableau, & BigQuery
- Google Analytics & Tag Manager
- Go-to-Market Strategy
- Demand Generation/Bus Dev
- Digital & Social Media Marketing
- Conversion & ROI Optimization
- Cross-Team Collaboration
- Customer/User Acquisition
- Brand Development & Management
- Campaign Development & Management
- SEO, SEM, ASO & A/B Testing
- Segment, Mixpanel, Appsflyer, TUNE, Branch
- Malichimp, Hubspot, Salesforce Marketing Cloud

Career Experience

LIONSGATE, New York, NY

DIRECTOR OF ANALYTICS, OTT Ventures

(Jan. 2017 - Present)

Led a team of analysts and data scientists to deliver reliable analytical services and actionable insights to internal stakeholders and business partners by leveraging proper tracking technologies, data mining techniques and visualization tools.

- ♦ Provided key insights to stakeholders leading them to adjust media buying strategies, improve product UI/UX and shift content programming/licensing strategy to improve CLV and ROI
- ♦ Maximized the use of attribution modeling techniques to validate the use of different media buys across mobile, online, offline and connected devices
- ♦ Ensured tracking was correctly implemented across all web and mobile properties utilizing tag management and debugging solutions

LIONSGATE, New York, NY

DIRECTOR OF MARKETING, OTT Ventures

(Aug. 2016 - Jan. 2017)

Hold concurrent responsibilities for constructing effective go-to-market strategies, customer acquisition plans, and marketing campaigns to drive new business opportunity creation, enhance conversion rates, and minimize churn. Leverage a solid background as an analyst to build detailed reporting, analytics, and experimentation mechanisms utilizing SQL, Tableau, Google Analytics, Mixpanel, Salesforce Marketing Cloud and Optimizely.

- ♦ Designed and oversaw the execution of successful go-to-market strategies for subscription video on-demand (SVOD) and over-the-top streaming (OTT) services and apps.

continued...

- ◆ Improved conversion rates, and customer satisfaction and retention by conceptualizing and implementing effective customer nurturing programs that maximized ROI.
- ◆ Developed cross-platform customer acquisition plans that expanded our outreach efforts across a variety of media: search engines, social, mobile apps, television, out-of-home and email.

LIONSGATE, New York, NY

BUSINESS INTELLIGENCE MANAGER, Tribeca Shortlist (Jun. 2015 - Aug. 2016)

Architected reporting, analytics, and testing systems to evaluate and improve our subscription business model and to elevate the efficacy of customer acquisition, conversion, engagement, and retention efforts. Heavy utilization of SQL, Excel, Tableau, Google Analytics, Mixpanel and Optimizely.

- ◆ Designed, launched, and managed marketing optimization A/B tests that increased customer lifetime value, decreased customer churn, and boosted ROI.
- ◆ Visualized and materialized effective go-to-market strategies for the release of a new SVoD/OTT movie streaming service.

IAC, New York, NY

HEAD OF ANALYTICS, DailyBurn (Nov. 2013 - Jun. 2015)

Produced and maintained reporting and analytics frameworks in SQL, Tableau, and Excel to track key performance indicators (KPIs), user attribution, and campaign optimization and A/B testing results.

- ◆ Collaborated with the marketing team to interpret user data and formulate program improvements resulting in a 700% increase in customer acquisition, and a 30% reduction in churn.
- ◆ Boosted website conversion rates by 10%, trial conversion rates by 25%, and retention rates by 30% through creative A/B testing and program enhancements.

Additional Experience

SENIOR ANALYST, Initiative ▪ **INTERPUBLIC GROUP (IPG)**, New York, NY (2013 - 2013)

ANALYST, DraftFCB ▪ **INTERPUBLIC GROUP (IPG)**, New York, NY (2011 - 2013)

Education & Credentials

Bachelor of Science in Economics & Finance

Bentley University, Waltham, MA

Awards

- Eagle Scout
- National Merit Scholar
- CFA Level II Candidate

Volunteer Work

- Assistant Scout Master, Troop 31, Boy Scouts of America