

SR DIGITAL ANALYTICS MANAGER

Summary

- Mindful innovator with a proven track record in delivering digital analytics solutions to configure fundamentally sound framework for multiple websites
- Precisely isolate business needs and develop valuable solutions to drive accuracy and ROI efficiency
- Lead day-to-day, direct-to-consumer operations to ensure excellence while seamlessly collaborating with creative, merchandising, and marketing teams
- Well versed in the relationship between front-end, back-end and business intelligence systems
- Results-oriented manager who thrives in a fast-paced and competitive environment

Highlights

- Digital insights and analytics (Adobe experience cloud, Google analytics, Looker)
- Date visualization (Tableau and Chartio)
- Conversion rate optimization (Qubit and Adobe target)
- Email marketing and marketing automation (Responsys and SFMC; Movable Ink and Liveclicker)
- CRM and loyalty (Relate and Custora)
- Tag manager GTM and DTM
- Competitive and Trend Analytics (EDITED)
- Financial and inventory planning expert (SAS and JDA)
- Strong strategic thinker and ability to formulate business strategy; move effortlessly from analytics to development of strategy
- Solid project management skills with a focus on timely and quality deliverable
- Strong familiarity with statistical concepts and methods

Experience

Company Name City , State Sr Digital Analytics Manager 01/2017 to Current

- Conceptualize and manage dashboards for multiple websites and marketing channel performance to develop strategy and campaign optimization
- Ambitiously optimize individual marketing channels (Paid, Social, and Email) based on users' entry (landing) page, reducing overall bounce rate by 24% and increasing ROI by 13%
- Seamlessly launch predictive landing page for paid search increasing conversion by 34% vs. non-predictive
- Execute churn prevention program with personalized Email and layer Social lookalike audiences; annual incremental revenue of \$519K and lift in revenue per user of +16%
- Methodically implement predictive segmentation (Persona and Affinity) increase overall revenue per Email by 14% and unique click rate by 18%
- Pragmatically modernize enterprise digital analytics architecture based on best practices; making analytics accessible to other cross-functional teams
- Meticulously maintained SDR for Adobe analytics, AI, loyalty, and OMS; accelerate data migration to Salesforce (Demandware and ExactTarget)
- Enthusiastically train new hires in digital space, reporting and vendor dashboards
- Intellectually construct presentations with complex analytical findings, and deliver a finished product that is clear, concise, and digestible and focused on key drivers for Senior Leadership
- Technical Analytics – good working knowledge of SQL, HTML, JavaScript, and jQuery

Company Name City , State Web/Business Analytics Manager - eCommerce 03/2014 to 12/2016

- Delivered profound analytics solutions to journey managers, merchandisers and marketing operations groups; as well as provide recommendations for areas of optimization
- Relentlessly release exploration and refinement A/B testing to optimize HP, PLP, PDP, and friction-less checkout increase conversion by +14% to 22% and cart conversion by +12% in Mobile and 8% in Desktop
- Precisely manage rules engine, modifiers, and algorithm manipulation with AI personalized platform for website and Email; resulting in \$6.6m in recommendation revenue
- Managed special projects and ad hoc reporting including testing and business case scenario development
- Evaluated strategic site redesign (mobile first u/x approach) to improve brand messaging, engage new users, and improve conversion; resulted in 13% increase in revenue, 4% increase in visit duration, 12% increase in conversion and 16% decrease in bounce rate
- Identified, developed and evaluated competitive analysis through Web-scraping in terms of product range, price, marketing initiatives, customer offerings, and chatter trends
- Planned and managed weekly strategy for marketing channels (SEO, SEM, Direct, Email); drive top and bottom funnel tactics with segmentation list growth, loyalty, and CLV
- Built, managed and executed eCommerce assortment plans, recommended investment strategies and units for an accurate flow forecast to help maximize GMROI and mitigate inventory liability
- Assisted in tag management services and user acceptance testing in order to maintain integrity across multiple sources of data

Company Name City , State Strategic Manager - eCommerce Toys and Seasonal Dept 07/2011 to 02/2014

- Strategise with marketing and merchant group to establish a cohesive brand messaging within key brands to improve consideration and overall assortment
- Synchronized implementation of inventory plan for all 3 Divisions involving 10 inventory managers to ensure optimal flow to our 3rd party

online facility

- Optimized SKU productivity and increased sales for eCommerce by \$17.6m a growth of 93% over LY; utilizing multi-channel retail to drive sales
- Actionable intelligence of customer journey to make necessary adjustments to improve conversion rate and customer experience.
- Collaborated with cross-functional teams to improve marketing exposure and inventory position, providing seamless shopping experience.
- Orchestrated strategic partnership with cross-functional teams for seasonal peaks.

Company Name City , State Sr Inventory Manager - Toys 08/2009 to 06/2011

- Responsible for financial planning of sales, markdowns, gross margin, inventory, and receipts for 900 import and domestic SKUs (working with 70 vendors) with annual revenue of \$170m in 1250 Kmart stores and Sears toys in 650 stores
- Utilized NPD reports (market pulse and market map) to focus on growth categories based on market share and trend
- Developed trend file for Toys division resulting in reduced inventory liability by \$18.2m

Company Name City , State Inventory Manager - Apparel 02/2008 to 08/2009

Company Name City , State Sr Inventory Analyst - Furniture and Lamps 12/2005 to 01/2008

Company Name City , State Supply Chain Management 03/2002 to 09/2005

Company Name City , State Logistics Readiness Officer 02/1999 to 01/2002

Education

B.S : Business Management Arizona State University

Skills

- Digital insights and analytics (Adobe Experience Cloud, Google Analytics, and Looker)
- Conversion rate optimization; a/b testing (Qubit and Adobe Target)
- Email marketing & marketing automation (Responsys and SFMC)
- Salesforce Marketing Cloud (Social Studio)
- Marketing strategy
- Data visualization (Tableau and Chartio)
- Tagging & attribution (GTM and DTM)
- SQL