

Professional Experience

Manager, Data Analytics • June 2013—Present

StreetEasy.com (Zillow Group, Inc.), New York, NY

- Completed a number of projects that drastically reduced the time to finish common tasks:
 - Upgraded website and mobile apps to a tag management system; new tracking code can be deployed for testing in minutes rather than entire sprint cycles
 - Modernized analytics code and expanded tracking; questions that took days to investigate can now be answered with custom reports or advanced segments in Google Analytics
 - Wrote Python scripts that gather data for weekly and monthly reports, saving hours on scheduled reporting
- Utilize an array of tools to analyze data and successfully complete other projects:
 - Pushed Ruby code to production app to gain more granular information on key metrics
 - Subscription forecasts in R alerted management to a decline in subscribers after a website redesign
 - Pieced together six years of historical data from Google Analytics and MySQL for the data science team
 - Parsed 40 gigabytes of log files with Python in order to track down and stop an abusive website scraper
 - Recorded data from the Google Pagespeed API to guide efforts in reducing average page load time
 - QA website, iOS and Android app tagging implementations with Charles, Xcode and Terminal output
- Present data to a range of stakeholders, from the entire StreetEasy office to C-level executives of Zillow Group
- Conduct Google Analytics training and office hours to help evangelize data and empower colleagues

Web Analyst • January 2012—June 2013

TED.com, New York, NY

- Collaborated with product managers/editorial team to develop tracking specifications for new features
- Devised a method for conducting basic cohort analysis through Google Analytics on new mobile app
- Coordinated A/B tests to help quantify the impact of a major change to critical content pages
- Worked with sales team to develop projections for ad inventory in specific distribution channels and geographies
- Demonstrated that aggressively distributing content through new channels was adversely affecting channels that were key sources of revenue
- Presentation at an internal tech summit inspired engineers to add a specific type of graph to the company portal, creating concrete data and insights about the performance of new content

Director, Interactive Strategies • April 2007—December 2011

Sherman Advertising, New York, NY

- Advocated key changes to website programming for better data capture, proving the value of data and shifting company culture to a more analytical, metrics-oriented mindset
- Managed interactive department and supervised two other account executives
- Oversaw approximately \$1 million annually in paid search advertising campaigns on AdWords and Bing
 - Reduced cost-per-click by 27% in a paid search campaign inherited from a competing agency, helping to secure an 80% increase in the paid search budget
 - Increased traffic 102% and success metric 54% in a campaign inherited from a competing agency, helping secure two additional paid search accounts from the same client
- Carried out in-depth research and created pitch decks that enabled account executives to secure thousands of dollars in additional budget for new mobile advertising campaigns
- Conducted educational and capabilities presentations throughout New York, New Jersey and Georgia

Skills

Highly proficient in MySQL, Google Analytics, Excel, PowerPoint, Keynote • Some experience with Python, Ruby on Rails, JavaScript, HTML, CSS, Mixpanel, comScore • Learning R, Bash, Git, Redshift, Elasticsearch, Tableau

Education

- BA, English, University of New Mexico, May 2006; graduated with honors and 3.72 GPA
- Attended Taylor University 2001—2003; Dean's List

References and salary requirements available upon request