

## Professional Experience

### Marketing Analytics Manager • August 2015—Present

*SendGrid.com* (Twilio, Inc.), Denver, CO

- Partnered with multiple teams to reverse slowing growth trend for self-service revenue channel; cross-functional effort pushed annual revenue growth rate from 14% to over 30% the following year
  - Working with Business Operations, redefined customer acquisition funnel to pinpoint underperformance; insights prompted multiple work streams across the company that brought revenue channel back to health
  - Collaborated with business intelligence team to add new metrics to datawarehouse; QA'ed changes and built dashboards to better monitor progress against acquisition goals
  - Forecasted downturn in website traffic, leading to new acquisition strategies and additional investments
  - Implemented multi-touch attribution solution to optimize advertising campaign investments
- Assist marketing and product teams to size and prioritize growth interventions across acquisition funnel
- Led different experiments at SendGrid, from testing the effect of freemium vs free trial plans on upgrade rates to launching “near-experimental” tests to compare efficacy of display advertising tactics
- Extensive use of Snowflake, Python, and Jupyter Lab for exploratory analysis and reporting automation

### Manager, Data Analytics • June 2013—August 2015

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

- Presented insights at many levels, from StreetEasy business unit to the executive team of Zillow Group
- Maintained subscription forecasts that alerted GM to decline in paid subscriptions after a website redesign
- Partnered with Data Science to demonstrate value of seven-figure out-of-home advertising investment
- Transitioned website & mobile apps to tag management solution; new tracking code to be deployed in minutes rather than sprint cycles, and reduced time to create reports from hours to just a few clicks in Google Analytics
- Conducted training classes and office hours to help empower colleagues to make more informed decisions

### Web Analyst • January 2012—June 2013

*TED.com*, New York, NY

- Designed and coordinated A/B tests to help quantify the impact of a major change to critical content pages
- Showed that aggressively distributing content via new channels adversely affected a key source of revenue
- Developed ad inventory projections for sales team in specific distribution channels and geographies
- Collaborated with product managers to develop KPIs and tracking specifications for new features

### Director, Interactive Strategies • April 2007—December 2011

*Sherman Advertising*, New York, NY

- Oversaw more than \$1 million annually in paid campaigns on AdWords, Bing, FaceBook and display networks
  - 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 conversion rate 54% in a campaign inherited from a competing agency, helping secure two additional paid search accounts from the same client
- Won new mobile advertising business through in-depth mobile trends research and evidenced-based proposals
- Conducted educational and capabilities presentations in New York, New Jersey and Georgia

## Skills

Highly proficient with Looker, Optimizely, Google Analytics, Segment • Experienced in Python, Pandas, Jupyter Lab, Snowflake • Some experience with Google Ads, DV360, Facebook Ads, Marketo, R, Git, Ruby, JavaScript

## Education

- Bachelor of Science, Probability & Statistics, MSU Denver, degree anticipated May 2022
- Bachelor of Arts, English Literature, University of New Mexico, May 2006; graduated with honors and 3.72 GPA