

NAME

LinkedIn URL | Phone Number | Email Address

EDUCATION

Master of Science in Business Analytics and Project Management **May 2022**
University of Connecticut, School of Business – Hartford, CT

Bachelor of Science in Communications **June 2015**
University of Minnesota – Minneapolis, MN

TECHNICAL SKILLS

Advanced: Certified in Google Search, Campaign Manager, & Bid Manager, HTML Code, JavaScript, Floodlight tags, MS Project, Excel, Google Analytics, Facebook, Twitter, Instagram, YouTube, Google Display Network

Proficient: SQL, JIRA, Tableau, Adobe, Google Web Designer, Rich Media, HTML 5 creative

RELATED WORK EXPERIENCE

Critical Mass – Remote | Digital Analytics Lead **January 2021 – Present**

- Spearhead the alignment of analyses, reports, dashboards, and other deliverables with the unique requirements of clients, ensuring their client satisfaction
- Shape the trajectory of analytics content by offering a distinct perspective on methodologies and technologies employed
- Contribute to the mapping and implementation of data flows while ensuring strict adherence to data governance protocols
- Exemplify leadership skills by managing, nurturing, and inspiring analysts, actively participating in hiring, and training planning
- Oversee day-to-day operations, prioritization, resource allocation, and comprehensive analytics delivery encompassing an array of tools such as Adobe Analytics, Adobe Launch, Adobe Target, Tealium iQ, Decibel, and Qualtrics XM.
- Provide strategic direction and guidance to analysts, empowering them in implementing and maintaining website tags and media pixels for advertising platforms including Google Ads, Campaign Manager, Meta, Twitter, Pinterest, LinkedIn, Reddit, among others.

ITECCO – Remote | Digital Marketing Manager **August 2018 – January 2021**

- Devised and execute innovative digital initiatives aimed at enhancing brand visibility, promoting a comprehensive portfolio of cutting-edge technologies, and facilitating certification pathways
- Provided comprehensive oversight of Salesforce management and execute targeted lead and demand generation campaigns
- Formulated a strategic business plan for the website, incorporating content enhancements in five different languages to drive global reach and engagement
- Efficiently managed ongoing website maintenance activities to ensure optimal functionality and user experience
- Strategically planned, executed, and monitored e-marketing campaigns targeting diverse audiences, leveraging external vendors for e-blasts, online advertising, webinars, and various other channels
- Served as a knowledgeable point of contact for inbound marketing inquiries related to membership, promptly addressing and resolving customer queries while maintaining a customer-centric approach

Townsquare Ignite – Dubuque, IA | Digital Campaign Coordinator **July 2015 – June 2018**

- Offered comprehensive pre- and post-sale support to the Ignite Operations team, ensuring timely execution, meticulous revisions, and insightful reporting responsibilities.
- Facilitated the issuance of campaign pixels and Google Tag Manager containers, enabling seamless placement and tracking of campaign pixels.
- Executed platform transcription or create line items in TapOrders, streamlining the process and enhancing operational efficiency.
- Collected campaign deliverables and proactively communicate any outstanding assets required for successful campaign execution.
- Developed Campaign Live Confirmations, Campaign Pacing Documents, and advertiser screenshot decks, showcasing meticulous attention to detail and delivering compelling visual representations.
- Collaborate with the Digital Campaign Manager in generating customized reports and conducting post-campaign analysis, while providing valuable resources and data to craft a compelling narrative for clients, establishing Ignite as the leading provider of consultative digital solutions.
- Conducted comprehensive analysis of the pre and post-sale workflow to identify areas for improvement and devise process enhancements, contributing to the expansion of a robust best practices library.
- Demonstrated prompt and effective communication skills when engaging with internal and external stakeholders, fostering productive relationships and facilitating seamless collaboration.