

RELEVANT EXPERIENCE

Start Industries, Bloomfield Hills, MI

Principal May 2013 – Present

- Launched a small business venture for personal mobile and cloud application projects.
- Manage and develop Sonar.ly web property and forthcoming iOS app. Product serves as a social media aggregator for real-time discovery of nearby events and venues.
- Manage a team of senior college students to build next level of Sonar.ly functionality and infrastructure. Recruit and oversee contracted international talent.
- Define requirements for and code prototype for baggyGenes, a cloud platform that lets users run advanced statistical techniques with an intuitive point-and-click interface. Built on Amazon Web Services Elastic Cloud Compute, Node.js, MongoDB, and the R open source programming language for statistics.

Engineering Training Services, Bloomfield Hills, MI

Marketing & Digital Operations Lead June 2004 – Present

- Redesigned and implemented new layout and content for ETS-Corp.com using HTML, CSS, JavaScript, PHP, and MySQL. Implemented Google Analytics JavaScript tags on site to analyze user traits and behavior.
- Coded and launched PHP/MySQL program for automated e-newsletter delivery. Allows administrator to log in, upload mailing list, fine-tune creative templates, and launch E-mail blasts. Includes unique tracking ID capability to tie campaigns and individual users back to site behavior in Google Analytics.
- Automate spreadsheet workflows via Excel VBA macros. Ensures consistency of results and streamlines processes.
- Define key performance indicators for analysis. Use KPIs to report on campaign effectiveness and consult management on opportunities for optimizing conversions. Provide insight into product positioning where appropriate.
- Build technology for E-mail and website A/B testing. Evaluate click data and communicate operational best practices for maintaining statistical validity in experiment design.

Oppenheimer Funds, New York, NY

Digital Marketing Specialist November 2010 – September 2012

- Analyzed website trends and digital marketing campaign performance in order to provide reporting and actionable high level findings to senior management executives. Provided ad hoc and recurring dashboards/analyses for web, mobile, E-mail, video, social, paid media, and customer relationship management (CRM).
- Performed hypothesis testing on E-mail campaign performance using Excel and SAS Enterprise Guide. Maintained statistical validity by communicating tracking requirements to key business owners.
- Lead and organized internal Adobe Marketing Cloud (Omniture SiteCatalyst) training events for cross-functional teams across Marketing and Human Resources departments. Championed a culture of transparency through data-driven decision making.
- Specified technical tracking requirements for new mobile and digital initiatives. Effectively communicated analytic tagging requirements to technical development leads both internally and on the agency side. Ensured solution design reference,

measurement plan, and other relevant documentation were up to date in order to meet business owner needs. Debugged new content to ensure data quality.

- Communicated structure of incoming web analytics vendor data to internal Data Warehouse team for integration into the sales and marketing data mart. Provided documentation deliverables as well for clarity.

Connexus, New York, NY

Internet Administrator June 2009 – March 2010

- Worked as part of a team of contractors to optimize revenue performance for Yahoo paid search keywords on a portfolio of over one million websites.
- Aggregated keyword selections across team in SQLite and performed analysis in Excel to determine best-in-class keywords via group behavior.
- Developed a data extraction tool in Java to scrape websites and provide web content to a project for the Director of Monetization.
- Researched advanced data mining and optimization techniques such as market basket analysis and Bayesian classification.

The Weinstein Company, New York, NY

Global Integrated Marketing Associate September 2007 – May 2008

- Managed day-to-day pipeline of all co-branded collateral, themed integrations, out of home, broadcast, print and online brand messaging for partners of hit show Project Runway, generating revenues of over \$5 million.
- Supported Director of Integrated Marketing as liaison for brand integration partners such as L'Oreal and Tresemme. Accountable for timely deliverables and managing expectations.
- Provided executive summaries of new content as well as multi-million dollar consumer product licensing and merchandising contracts.
- Oversaw day-to-day content delivery and provided quality assurance for re-launch of ProjectRunway.com in the show's fourth season.

EDUCATION & DEVELOPMENT

M.P.S. **New York University Tisch School of the Arts**

Interactive Telecommunications Program (Visiting)

B.A. **New York University College of Arts & Science**

Economics major with Film & TV Production minor

Adobe Adobe Analytics: Reports & Analytics Implementation

Exec | Comm Communicating for Better Results, Executive Presentation Skills

NN Group Fundamentals of Web Usability

NYU SCPS Advanced Web Analytics Using Omniture SiteCatalyst

PUBLICATIONS/PRESENTATIONS

- baggyGenes: Push-Button Solutions for Automated Reporting, Advanced Analytics, and Collaboration in the Cloud – User! 2014 (Submitted)
- Java for Parametric Modeling and Rapid Prototyping of Physical Objects – eBook 2014
- Optimizing Marketing Resource Allocation With Web Analytics – SPE ANTEC 2013