

Analytics Management

Strategic and results-oriented professional with extensive experience in data analytics, project management, and digital marketing. Proven track record of optimizing processes and driving efficiency through automation and data-driven decision-making. Adept at leading cross-functional teams, implementing strategic initiatives, and enhancing business performance across various industries. Skilled in utilizing cutting-edge technologies, such as Tableau, Alteryx, and Salesforce to streamline workflows, improve campaign effectiveness, and deliver actionable insights to support organizational growth.

Areas of Expertise

- ◆ Automation & Workflow Management
- ◆ Strategic Planning & Implementation
- ◆ Marketing Strategy & Analytics
- ◆ Data Analysis & Insights
- ◆ CRM & Data Integration
- ◆ Project Management
- ◆ Cross-functional Collaboration
- ◆ Team Training & Leadership
- ◆ Process Improvement

Professional Experience

JPMorgan Chase, Chicago, IL Vice President

2021 – Present

Lead development of automated data processes, including data transformation and visualization to improve efficiency and decision-making capabilities. Serve as subject matter expert in data and analytics for all commercial banking marketing initiatives across multiple business lines, including middle market, corporate client banking, and commercial real estate. Present profitability insights to senior leadership, securing continuous feedback to optimize marketing spend and campaign effectiveness. Collaborate with cross-functional teams to design and implement universal marketing metrics.

- Saved 40 hours of manual work per month by automating multiple Tableau dashboards for marketing performance metrics, including campaign effectiveness, lead generation, influenced pipeline, and revenue.
- Reduced campaign launch time by 15% through automation of data loading processes, integrating internal data platforms with Salesforce CRM and marketing automation tools.
- Streamlined data accessibility by deploying automated data analytics workflows using Alteryx Server, enabling self-serve Tableau dashboards for enhanced decision-making.

Senior Digital Analytics Associate

2018 – 2021

Directed analytical strategy for all commercial banking digital marketing initiatives, driving data-driven decision-making and performance optimization. Managed and mentored junior analysts and associates, providing guidance on reporting processes and ensuring data accuracy across deliverables.

- Decreased manual effort and enhanced reporting efficiency by developing and automating Alteryx workflows to streamline data manipulation processes.
- Eliminated 40+ hours per month by engineering Alteryx workflows to calculate marketing-influenced pipeline.

Aggregated and analyzed omni-channel marketing data, such as web, email, CRM, paid, and social media to uncover insights and optimize campaign performance. Reported on visitor-level digital customer journeys from first touch to last touch to measure and demonstrate B2B digital marketing ROI.

- Provided real-time visibility into digital marketing performance by developing and managing interactive Tableau dashboards for senior management, delivering valuable insights for data-driven decision-making.
- Reduced cost per conversion by 40% year-over-year by managing all Google AdWords campaigns for Commercial Banking through continuous optimization.

Additional Experience

Analytics Consultant, Blue Cross Blue Shield of Illinois, Chicago, IL

Associate Project Leader, Blue Cross Blue Shield of Illinois, Chicago, IL

Information Technology Intern, Blue Cross Blue Shield of Illinois, Chicago, IL

Education

Bachelor of Business Administration in Analytics, 2012

University of Kentucky, Lexington, KY

Certifications

Tableau Desktop Qualified Associate, 2020

Certificate in Big Data and NoSQL, DePaul University, Chicago, IL, 2015

Technical Proficiencies

Tableau | Alteryx | Adobe Analytics | Marketo | Salesforce (CRM, Marketing Cloud, Data Cloud) | SQL | Python | R | VBA | HTML | PHP | jQuery | Hadoop | AWS | Teradata | PostgreSQL | REST APIs | Google Products (Analytics, Ads, Maps API) | SharePoint | JIRA | BrightEdge