

I'm a data-driven digital marketer with over 11 years of experience in both agency and client-side organizations. I have developed measurement methodologies for numerous Fortune 500 companies in order to have a streamlined approach when dealing with analytics and data. This includes creating tracking plans, implementing tagging, setting up targets and KPI's, creating dashboards, reporting and much more. I use data to support making sound strategic decisions, which will have a measurable impact on the business.

KEY COMPETENCIES

- o Requirement Documentation
- o Tracking Implementation
- o Technical Audits
- o Measurement Plans
- o KPI Development
- o Dashboard Creation via Tableau / Data Studio
- o Adobe Analytics Suite
- o Google Analytics Certified
- o Google Tag Manager

WORK EXPERIENCE

Principal Consultant, noBSdigital
April 2018 - Present

As the Principal Consultant at noBSdigital, I support clients of all sizes and levels of technical expertise with their web analytics implementations. From auditing existing configurations, creating implementation guides to setting up goals and providing monthly reporting, it is my responsibility to ensure clients are receiving clean and actionable data.

- Created, implemented, and tested dataLayer specifications (eCommerce, event tracking, custom dimensions, and page url) for Chanel Atelier retail site. Platform has a heavy emphasis on both online and offline conversion. Worked with BI team to ensure data within Google Big Query was extremely granular, in order to create reports within Microsoft Power BI.
- Oversaw the implementation of a tracking plan for Chanel FREX mobile application leveraging Firebase. Created dashboards in Microsoft PowerBI to visualize data coming from Firebase.
- Audited and uplifted both the Google Analytics and Google Tag Manager accounts for the Canadian Institute for Health Information. In doing so, created new goals and events, so that it would be possible to measure how various products perform. Furthermore, created several comprehensive dashboards using Google Data Studio to enable business stakeholders better understand the performance of their content.
- Worked with business stakeholders to collect business requirements and design custom analytics solutions for Google Analytics implementations.
- Created Tableau dashboard for Minto in order to easily visualize email performance.
- Supported Dental Corp by helping them transition their business intelligence reporting to XLCubed. In doing so, had to create over 30 reports.

Director of Analytics & SEO, Publicis / Nurun

Sept 2014 - April 2018

As the Director of Analytics & SEO at Publicis / Nurun, I led a team of analysts and oversaw the digital performance measurement strategy and results for some of the world's biggest brands through channels such as email, mobile, social, and site to ensure the long term success of our clients. I supported the development and execution of client's digital strategies based on data.

- Increased reporting efficiencies by 80% for an automotive client. This was accomplished by championing Tableau implementation, thus reducing weekly report generation from 10 hours to 2. The setup included a Python script that pulled data nightly into a database from Google Analytics API.
- Increased team billability rates by 55% by migrating all tracking implementation work from being hardcoded by developers to being led by the analytics team using Google Tag Manager. This also resulted in implementation work taking less time due to fewer rounds of revisions as well as less errors in production.
- Supported the OLG redesign and worked cross functionality by: 1) Conducting an analysis of historical data to inform past user behavior and support UX team during wire-framing 2) Working with Tech team to define hosting requirements based on traffic 3) Implementing Google Analytics through Google Tag Manager on a site that receives >5M visits a month. Redesign resulted in a 19% decline in bounce rate, 11% increase in session duration and 7% increase in pages per session.
- Translated complex datasets into strategic insights for the business and communicate clearly to non-technical audiences by visualizing results, in order to create understanding and solution buy-in.
- Grew the team from being the single member to an all-time high of 6, by actively seeking new client opportunities and pitching innovative solutions & services.
- Supported & managed the analytics team by identifying new learning opportunities such as internal stretch projects, external courses & seminars, and having informal mentorship meetings to enable career growth.

Sr. Analyst, Analytics & SEO, Publicis

July 2013 - Sept 2014

- Completed deep dive analysis, by leveraging multiple data sources including CRM, email, social, site, and call center data to uncover insights and support the UX, Creative, and Strategy team(s) in uplifting brand properties.
- Conducted analytics and search technical audits on websites to ensure that best practices were adhered to.
- Created measurement plans to define approach, methodology, and metrics using business and marketing data for identifying trends, insights, marketing results and answers to key business questions.
- Developed tagging plans, detailed documentation and collaborated with Technology teams for the implementation of tag management software (e.g. GTM).
- Used social listening tools such as Nuvi, Topsy, Netbase, Sysomos, and Radian6 to monitor, analyze, and provide direction to the client team based on conversations about the client, their competitors, and the overall industry landscape.

Sr. Analyst, AIR MILES Digital Acquisition, American Express Canada

Dec 2011 - July 2013

Used the digital space to acquire new AIR MILES Cardmembers by optimizing their journeys from the American Express and AIR MILES website, email channel, and social media.

- Exceeded acquisition goals by 136% in 2012 by conducting numerous landing page, email, and creative A/B tests.
- Co-led the launch of the AmexCloud10 mobile microsite. Was involved in the design and implementation of information architecture, usability best practices, accessibility, SMS functionality and web analytics measurement & reporting.
- Created new web analytics tracking methodology within the partner channel in order to standardize and simplify reporting. Used a combination of Omniture SiteCatalyst, Excel Pivot Tables & Macros to automate reporting in order to optimize placement performance.
- Deployed ongoing email campaigns within the partner channel and worked with the partner on segmentation and responder models to optimize ROI.
- Project Manager for the Professional Development Committee. Responsible for the digital and skill building work stream. Organize and lead digital courses (web analytics, mobile, email best practices, and etc.) as well as Excel and PowerPoint.

Digital Capabilities Analyst, American Express Canada

Feb 2010 - Dec 2011

Owned the relationship with multiple International tech teams to manage successful launches and upgrades of digital capabilities on the American Express website. As well as analyzed, implemented, and provided thought leadership on existing functionality and user experience.

- Managed and supported large scale business initiative projects with significant P/L impact, involving cross functional teams from legal, compliance, IT, operations call center, and marketing to deliver incremental business performance.
- Led the migration of amex.ca to a new Content Management System (CMS). Worked closely with multiple technology teams & consultants to establish file naming conventions, SEO friendly URL structure, back-end keyword categorization, file placement and more to ensure the use of digital best practices.
- Increased the success rate of the Online Card Activation (OCA) journey by over 10% by analyzing the technical components (field validation, data integrity, error messages, etc.) with the help of multiple business and tech teams across several international markets.
- Identified & implemented fixes to the user journey of OCA by leveraging several web analytics tools such as Omniture SiteCatalyst, ReportBuilder, and TeaLeaf. Saved the business well over \$50,000 in call displacement volume.
- Reduced online attrition to the call center by managing a number of capability projects from inception to execution, including internal reviews of project materials (information architecture, wireframes, timelines and etc.)

Marketing Programs Analyst, Moneris Solutions

May 2008 - Oct 2009

- Assisted with the migration of moneris.ca to a new CMS (SiteCore) and refreshing the look & feel, which included understanding the business needs, identifying the right CMS functionality, and analyzing user journeys through web analytics.
- Helped determine the strategy and execution of tactics necessary to drive traffic to web sites with the ultimate goal of delivering a positive ROI via conversions, leads, and sales through the use of email, site, and direct mail channels.
- Used Google Analytics and ClickTracks to measure site and campaign performance and provided timely feedback on how to improve performance and overcome obstacles.
- Identified reporting requirements for effective analytics and ensured appropriate tracking mechanisms were in place during campaign launch.

EDUCATION

Ryerson University, Toronto, Ontario

- Bachelor of Commerce Degree | Marketing

PROFESSIONAL TRAINING & CERTIFICATES

- Advanced Google Analytics - Certificate of Completion by Google (2017)
- Adobe Analytics Conference - Salt Lake City, US (2015)
- Introduction to SQL from Ryerson University (2014)
- Paid Search Marketing Plus Course - IAB & Google Canada (2013)
- Mobile Marketing Course by Interactive Advertising Bureau (IAB) Canada (2012)
- Visual Basic Micro Programming (VBA & Macros) at Seneca College (2012)
- Advanced Email Marketing Workshop by the Canadian Marketing Association (2011)
- HTML & Cascading Style Sheets (CSS) from Ryerson University (2011)
- Microsoft Excel 2007-2010 Level 2 (Pivot Tables, Database Functions, etc.) from Seneca College
- Microsoft Excel 2007-2010 Level 2 & 3 (Spreadsheet Analysis) from Seneca College