

As a senior-level data-driven professional, I lead teams from ideation through strategy, implementation, and measurement. By translating business requirements into technical and data-driven tasks, I've managed multiple projects and teams through the creative use of technology and logical use of data to build strong foundations supporting prescriptive data-driven decision-making.

I am a skilled leader with experience across multiple industries in the evaluation and implementation of technology; data preparation, reporting, and analysis; process development and management; cross-functional communication, project management, and strategic planning.

## SKILLS

- Data Process Governance, Preparation, Visualization, and Modeling
- Data Strategy, Implementation, and Support
- Project Management and Strategic Planning
- Operational, Sales, and Marketing Analysis
- Cross-Functional Team Leadership and Vendor Management
- Marketing Automation Strategies and Development
- Marketing and Sales Technology Implementation
- Customer Lifecycle Management

## EXPERIENCE

### Business Analytics Manager

Dec 2022 - Present

**DHL Supply Chain**, Indianapolis, IN

Driving strategy for analytics and reporting at a start-up automated warehouse, providing actionable insights to customer and internal operations teams.

- Project management scoping customer and operational requests, managing resources, maintaining timelines, supporting teams through roadblocks, and providing deliverables.
- Implementing SOPs and work instructions for site data and reporting processes.
- Implementing processes, training operations, and monitoring data to support site labor planning.
- Partnering with data support teams to develop optimized data architecture and manage data security.
- Working with multiple vendors to define and access data to for enhanced site visibility.
- Leading analysts in development, testing, and validation of dashboards and reports, completing more than half of requests within two months of launch.
- Supporting operations in identifying operational and technical issues through data mining research.
- Providing access, support, and training to teams for databases and data tools
- Assisting finance with data for invoicing including labor, volumes, and efficiencies.

### Senior Manager Sales Data & Analytics

Jun 2021 – Nov 2022

**dormakaba**, Indianapolis, IN

Led team to drive change in business analytics, sales organization analysis, and customer data management.

- Managed sales territory optimization and sales account stratification for AMER sales team transformation.
- Developed reporting for sales and business insights driving adoption of new tools, processes.
- Led team in business requirement research and development of standardized reports and dashboards to support day-to-day sales activity and decision-making.
- Collaborated with Sales Technology to improve sales data and reporting processes.
- Drove strategy on data cleanup and data harmonization across multiple ERP and CRM systems.
- Created data-driven SOPs for business adoption.
- Supported business transformation through customer data harmonization and sales reporting.

### Marketing Automation Manager

Feb 2020 - Jun 2021

**dormakaba**, Indianapolis, IN

Implemented and maintained marketing automation solutions through technology integration, data segmentation, and analytics development to support customer lifecycle marketing, brand communication, and sales lead development.

- Led transition to Pardot for email marketing and automation implementation.
- Drove digital technology automation through evaluating, onboarding, and integrating technology.
- Designed and implemented Marketing Qualified Lead scoring and grading process.
- Developed, documented, and trained teams on email marketing processes and procedures.
- Created and maintained KPIs for digital marketing.
- Collaborated cross-functionally with IT, brand, sales, sales enablement, and HR.

- Developed 60 engagement campaigns, 20 targeted page automations, 14 landing pages, 57 direct Pardot forms, and 24 form handlers in 18 months.
- Led digital marketing team on an interim basis, ensuring the continuation of high-level projects.
- Spearheaded data analysis, complex data segmentation, and data clean-up of customers for marketing.
- Improved deliverability to 98% and engagement to 12% (click-to-open) across all email.

## Digital Marketing Manager

Aug 2017 - Feb 2020

**AAA Hoosier Motor Club**, Indianapolis, IN

Developed multi-channel marketing efforts for membership, travel, and insurance businesses.

- Managed remote web services and social team members as well as vendors.
- Tracked all marketing KPIs and department budget.
- Utilized digital tactics for membership acquisition and online sales. New online memberships increased 56% YOY. Travel bookings increased 12% YOY. Digital insurance leads increased 78%.
- Coordinated Search Engine Marketing (SEM). New Member Sales increased 62% YOY.
- Grew demand for insurance quotes. Digital leads increased 132% YOY.
- Developed marketing strategy and executed multi-channel tactics for attendance at HMC events.
- Built and managed intranet for employee communications.

## Social Media & Web Marketing Coordinator

Jul 2014 - Aug 2017

**Bridgestone - Speedco Brand**, Indianapolis, IN

Developed digital marketing and brand strategies to drive store traffic and sales growth.

- Executed and analyzed retargeting, keyword search, and social advertising campaigns.
- Coordinated website rebuild with SEO content development.
- Worked with vendor for app redevelopment and served as UX tester.
- Managed intern program and directed vendor support.
- Maintained social presence and increased social engagement by 42%.
- Monitored digital reputation, provided customer service, and increased NPS to 3.9.
- Served as event manager for annual leadership meetings and tradeshow.

## Marketing Coordinator

Jun 2011 - Jul 2014

**CEDIA**, Indianapolis, IN

Supported membership and event digital marketing as well as association research efforts.

- Served as superuser and trainer for AMS implementation of Aptify.
- Supported transition to new CMS platform Sitefinity.
- Assisted with tradeshow planning and communications for 15,000+ attendee events.
- Onboarded ExactTarget and developed all email collateral.
- Analyzed digital metrics for social media, email, and association surveys.
- Reviewed and analyzed results from the association's biannual benchmarking survey.

## EDUCATION

**Master of Science (M.S.) - Data Analytics** | WGU

Jun 2021 – Jun 2023

**Master of Business Administration (M.B.A.)** | WGU

Feb 2017 – Apr 2019

**Bachelor of Arts (B.A.) - Public Relations, Spanish** | Franklin College

Aug 2007 – Dec 2010

## TECHNOLOGY

Adobe Analytics, Adobe Creative Suite, Connect Suite, Google Adwords, Google Analytics, HTML, Manhattan, Microsoft Office, Microsoft SQL, Monday.com, Pardot, PostgreSQL, Python, Salesforce, SAP, Tableau, WordPress

## LICENSES & CERTIFICATIONS

**Salesforce Pardot Certified Specialist** | 21374530

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