

Data-driven builder with a range of skills across marketing disciplines, including research, design, content, campaigns, and especially, analysis. After ten years of experience in analytic roles, I spent five years focused on developing the rest of my marketing skill set while helping manage a multi-million-dollar co-op marketing budget between Microsoft and Amazon Web Services. Having rounded out my marketing skills somewhat, I have recently been focused on pure data again, with business analytics, data management, engineering and automation, and moving toward true data science.

SKILLS

Software: Microsoft Excel, PowerPoint, Outlook, OneNote, Word, Access, SQL Server, Visual Studio, PowerBI; Adobe Photoshop, Illustrator, Dreamweaver, Analytics, Experience Manager; Salesforce, Marketo, Oracle OBIEE

Languages: SQL, VBA, HTML, CSS, PHP, JavaScript, learning Python, MDX, DAX

Marketing: data analysis and metrics, office automation, budget management, campaign strategy and execution, content production, process automation, forecast modeling, market research, messaging and branding

EXPERIENCE

- 2021- **Senior BI Analyst (FTE)** – Sound United – Carlsbad, CA
2022 Provide reporting, analysis, and data management for the central corporate BI team. Drive the formalization of Master Data Management principles across a business made up of multiple brands and systems, to ensure the highest quality data for analysis and reporting. Apply harmonization, normalization, and transformation to facilitate insight discovery and answer business questions.
- 2019- **Senior Business Analyst (Harman)** – Microsoft – Redmond, WA
2021 Support Bing Planning Team in regular and ad-hoc business reporting, including sourcing data, automating extraction, normalization, and visualization while providing exec-level contextual commentary for the rhythm of the business, with a bias toward forecast intelligence. Deliverables include slides, spreadsheets, and dashboards, and written analysis. Develop ETL to regularly ingest new data to keep reporting up to date.
- 2018 **Senior Consultant (Lenati)** – Microsoft – Redmond, WA
Develop automated reporting and perform business analysis for Microsoft LSP Partners doing incentive programs to drive sales and consumption of cloud-based products, Azure and O365. Build an ETL process to pull data from multiple sources and normalize it to serve the set of automated monthly reports in Excel and PowerPoint for the PDMs and leadership team.
- 2017 **Marketing Consultant (Simplicity)** – Amazon – Seattle, WA
Help AWS Marketing launch a new program to drive product adoption with digital campaigns using customer focused self-service educational content. Manage all aspects of execution, coordinating with product marketing managers, promotional channel owners, creative, business intelligence, and operational teams. Perform regular and ad-hoc data analysis and reporting as needed.
- 2012 - **Marketing Project Manager (Simplicity)** – Amazon – Seattle, WA
2016 Help drive marketing of the Windows business on Amazon Web Services end to end, including campaign planning and execution, budget management, vendor sourcing, content production, digital advertising, live and virtual events, reporting and analysis, lead management, and customer messaging.
- 2006 - **Marketing Intelligence Manager (FTE)** – Microsoft – Redmond, WA
2011 Oversee complete data management and reporting solution for the PC Hardware business. Present analytical findings to a non-technical audience, giving context and highlighting any implications to the business. Manage and provide main inputs to market forecasts. Collaborate with Product Managers to evaluate product value proposition, assess competitive landscape, set performance metrics and forecast product volumes, then work with Marketing Managers to track performance of products and campaigns. Work with finance to create long term revenue forecast.
- 2005 - **Marketing Analyst / DBA (Excell Data)** – Microsoft – Redmond, WA
2006 Manage SQL databases for regular and ad-hoc reporting of market data. Develop SQL SSIS packages, Stored Procedures and ad-hoc queries to streamline data collection and scrubbing processes for both external syndicated data and internal MS Sales data. Create Excel and SharePoint front-end for reporting and process tracking.

EDUCATION

University of Washington
MIT | xPRO

Bachelor of Arts, Jun 2001
Certificate of Completion, Oct 2018

Comparative Literature
Data Science and Big Data Analytics