

# CHRISTOPHER E. WEAVER

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IBM Unica  
SAS  
MS SQL/SSIS

SAP BOBJ/Crystal  
JavaScript/C++  
Google Analytics

Salesforce.com  
HTML  
Adobe Suite

**IBM** 8/2014-present  
Information Strategy

- Govern IBM's marketing data transformation process relative to data acquisition, warehouse placement, end user consumption/analysis, and outbound campaign execution
- Oversee cross functional team effort to optimize and enhance Unica campaign performance by reducing latency and enabling clearer, cleaner pathways to data; Instruct power users regarding how to leverage better data
- Isolate and scale Marketing Generated Revenue by creating quantifiable attribution; enable and direct data-driven, strategic marketing campaigns via generation of SQL scripts and stored procedures
- Manage international team of Data Entry and Enhancement professionals
- Develop strategy to combine attributes from disparate sources in order to enrich individual-specific and business entity data records ; organize work streams to maintain PII compliance
- Drive innovation: instrument unique digital sources including web traffic, ad-server data, and third party websites

**Thomson Reuters** 4/2013-8/2014 (1+ year)  
Marketing Analyst

- Recommended and operationalized acquisition, cross/up-sell, and retention strategy for prospects/clients of Reuters products via collaboration with business analysts, other data scientists, and marketing directors
- Managed outbound campaigns with Unica – a full scale marketing automation tool: defined customer segments, deployed iterative dynamic content, maintained integrity of Reuters' Salesforce database
- Utilized Business Objects to generate KPI data visualizations, built and customized ad hoc reports, drove standardization of quantitative campaign analyses that were presented to internal stakeholders
- Increased KPIs by up to 15% with intelligent selection criteria and feedback driven marketing
- Interfaced with the Sales teams to translate the value of feedback driven, closed loop marketing

**Kobie Marketing** 2/2012-3/2014 (2+ year)  
Database Marketing Strategist

- Presented solutions to Fortune 500 clients (Verizon, Bank of America, etc.) that resulted in \$10+million of incremental revenue driven by high customer retention
- Produced meaningful storylines through data; developed actionable insights to reduce \$ millions in liability
- Synthesized digital data: used Google Analytics to analyze web stats (response metrics, video consumption metrics, banner ad/webpage performance, etc.), conducted AB tests to bolster recommendations
- Conducted stats testing (t-tests, regression analyses, etc) to communicate and substantiate findings
- Composed SQL scripts to satisfy requests; generated SAS code for statistical analysis and automated reporting ; Built and maintained the hygiene, functionality, and relevance of internal data warehouses
- Consolidated data from distinct sources across multiple platforms and various languages (including PL/SQL, MySQL, T-SQL, PG-SQL, DB2, Teradata, etc)

**Saks Inc.** 11/2009- 2/2012 (2+ Years)  
Sales, CRM

- Acquired new clients and maintained existing relationships via an in house CRM system
- Directed strategy to enrich database with additional psychographic client attributes
- Increased revenue on average 20% annually through feedback from self generated CRM reports
- Managed new hire training across BI tools, led discussions on the value of leveraging data to sustain/grow revenue

## **EDUCATION**

**New York University** B.A. May 2009; New York, NY  
Psychology; Business: NYU College of Arts and Science; NYU Stern School of Business  
Psychology Research Scholar; Clinical Research Volunteer; NYC Dept of Health and GMHC Volunteer; LGBT Mediator