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Professional Summary

Experienced data analytics professional with over three decades of expertise in media monitoring, measurement, and reporting. Demonstrated track record in delivering insightful, data-driven intelligence reports to facilitate strategic decision making. A co-creative problem solver, lifelong learner, and thought leader committed to fostering innovation and achieving excellence.

Key Accomplishments

- Authored 1,500+ customized analytics reports for prominent companies worldwide. -Leading to strategic business decisions.
- Managed highly publicized projects for companies such as the Walt Disney Company and Volkswagen of America, leading to significant marketing decisions.
- Upskilled continuously, earning certifications in Blockchain, Business intelligence, Cryptocurrency, Executive Data Science, Marketing Analytics, and Social Media Analytics.
- Authored 17 LinkedIn articles on Media Monitoring and Measurement, Data Analytics, Twitter Analytics, Bitcoin Analytics, and the next realm of analytics: the Metaverse.

Technical Skills

- **Programming Languages:** Python, R, SQL
- **Data Visualization Tools:** Tableau, Tibco Spotfire, Power BI, PowerPoint, Excel
- **Statistical Tools:** A/B Testing, Regression Analysis, SAS
- **Cloud Technologies:** IBM Cloud, Azure, Google Cloud
- **Other:** Microsoft Office 365, IBM Watson, COGNOS, Applied AI, Generative AI, Canva, Qualtrics, Google Analytics Custom Reports, Adobe Acrobat Pro DC

PROFESSIONAL EXPERIENCE

Sr. Director, Measurement & Analytics | Neidhardt Communications, Analytics & Insights | August 2001-Present

- Led Burrelle's Media Measurement's analytics service, as thought leader for 30 years through employee and contractual roles.
- Authored 1,500+ data analytics reports and managed high-profile projects for Walt Disney Company and Volkswagen of America, leading to key marketing decisions.
- Developed reporting methodologies and collaborated with cross-functional teams.
- Designed tailor made media data analytics reports for corporate communications and C-level executives.

Research Analyst-Volunteer | Seton Hall University | Dates of Volunteering August 2001–August 2002

- Planned and executed research projects for the President of Seton Hall University and the Board of Regents.

- Collaborated with administration and executive team to identify research objectives.
- Conducted peer-institution policy research and reported findings to Executive Vice President, contributing to enhanced academic and financial services for international students.

Product Manager | Burrelles | October 1996 – August 2021

- Consulted with clients, improved production processes, and trained staff in data analytics.
- Advised management on marketing objectives for Insights Service.
- Captured report requirements and implemented effective media measurement programs.

Sales Representative | Burrelles | October 1996-December 1997

- Marketed and sold Media Measurement reports, achieving quarterly goals.
- Negotiated contracts with clients and vendors.

Research Analyst & Customer Service Representative | Burrelles | January 1993-December 1997

- Managed report delivery and acted as liaison in Customer Service role.
- Conducted competitive analysis of peer services, developed data analytics reporting service for Media Measurement division in Research Analyst role.

Administrative Assistant | Burrelles | July 1992-January 1993

- Managed clerical staff, streamlined workflows, and procedures for efficient report production.
- Oversaw payroll and acted as in-house point of contact for data reports.

TEACHING AND TUTORING EXPERIENCE

- 25 years dedicated instruction and tutoring in math, science, and writing for elementary, junior high, and high school students, fostering academic growth and success.

EDUCATION

- Bachelor of Arts in Political Science (Pre-Law), Seton Hall University, May 1992

CERTIFICATIONS

- AI Strategy & Governance, Wharton School, University of Pennsylvania Online, September 2023
- Business Intelligence and Data Analytics: Generate Insights, Macquarie University, September 2023
- Marketing Analytics, University of Virginia Darden School of Business, July 2023
- Data Analytics Professional Certificate, Google, June 2023
- Cryptocurrency & Blockchain, Wharton School, University of Pennsylvania Online, March 2023
- Executive Data Science Certification, John's Hopkins University Online, February 2023
- Data Science, IBM Certified, August 2022
- Applied AI, IBM Certified Specialist, October 2022
- Professional Certificate in Paralegal Studies, Fairleigh Dickinson University, May 1993