

Patricia Pompeo

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SKILLS

- **Programming:** SQL, Python (Pandas, NumPy, Matplotlib, Seaborn), HTML, CSS, JavaScript, PHP
- **Visualizations:** Tableau, Power BI, Looker studio, GA4, Adobe Analytics, Excel/PPT
- **Tools:** Git, GitHub, JupyterLab, Jupyter Notebook, VS Code, Jira, Confluence

WORK EXPERIENCE

EverConnect (EverCommerce)

Feb 2024 – Present

Manager, Organic Enterprise Marketing

Remote

- Manages the organic search and social strategy for our enterprise business; growing account revenue to 1M (+53% YTD)
- Responsible for the performance and delivery of our SEO and Social products
- Manages a team of 5 strategists, managing MarTech B2C and B2B organic search strategies
- Leads cross-functional teams to develop and launch new products for our Enterprise division
- Conducts competitive analysis and market research to identify product SLAs and enhance product positioning

Razorfish

Jan 2022 – Jan 2024

Senior Data Analyst

Birmingham, MI

- Analyzed weekly, monthly, and quarterly media data
- Writing and documenting data requirements
- Utilized agile methodologies and tool to work efficiently while meeting projects deadlines
- Works with cross functional teams including media, seo/sem, crm, email, social, product, and tech

Momentum

Oct 2020 – Dec 2021

Technical SEO/Website Developer

Utica, MI

- Manages monthly SEO content strategy & analytics for 17 client accounts
- Implement onsite technical SEO for website production projects
 - Implementation - google analytics, google search console, lead tracking
- Works on an average of 10 new website projects per month
 - Collaborates with designers on website design & usability
 - Coordinates site planning, wireframing, and content ordering

Ipsos

Nov 2015 – Feb 2017

Manager, Market Research Analytics

Bloomfield Hills, MI

- Managed client relationships for multiple quantitative research studies for a major automotive company
 - Online questionnaires, focus groups, and phone surveys
- Delivered monthly & quarterly reports
- Maintained ISO compliance

EDUCATION

Oakland University

May, 2015

BA, Sociology/Psychology

Rochester, MI

- Tutored statistics at Oakland's tutoring center (2012-2014)
- Worked as an undergraduate research assistant for the psychology department
- Served as president for the German language club and as the research and review chair for OU student congress