**Education**

**Georgia Institute of Technology**

Master of Science in Analytics  **Expected** May 2026

Specialization in computation (Machine Learning)

**Miami University**

Bachelor of Science in Marketing & Interactive Media Studies Dec. 2015

**Experience**

**Senior Manager, Data Analytics and Insight; Fidelity Investments May 2021 -Present**

* Collaborated with key stakeholders across business units to develop a comprehensive analytical capability roadmap, facilitating discussions on trade-offs and prioritizing initiatives based on impact and feasibility to align with strategic goals.
* Streamlined data integration by leveraging Python to consolidate data from Adobe Analytics, Oracle/MySQL, and Snowflake, improving accessibility and analytical efficiency.
* Implemented a Marketing Mix Model using machine learning (ML) to quantify the impact of paid media and email campaigns on sales opportunity generation.
* Deployed a predictive model to forecast sales opportunities using SQL, Python, and Tableau, facilitating clearer communication of sales objectives.
* Utilized Python to conduct natural language analysis on prospective contact titles, resulting in a 73% increase in contact scope for marketing campaigns.
* Fostered a data-driven culture by bridging product, marketing, and sales teams, ensuring alignment on data-driven decision-making.
* Mentored junior analysts, fostering industry best practices, and enhancing their data storytelling capabilities.

**Manager, Data Analytics and Insight; Fidelity Investments May 2018 -May 2021**

* Directed a cross-functional team in the agile development of custom analytics solutions for four B2B websites, increasing data accuracy and actionable insights.
* Spearheaded the integration of Demandbase with Adobe Analytics, boosting account-based visitor identification from 0% to 30% and refining campaign targeting strategies.
* Developed a new UTM tracking code system to increase attribution for paid media and marketing campaigns.
* Worked between numerous agencies through the campaign lifecycle to execute paid media for B2B products to create holistic, end-to-end reporting by marrying previously siloed front-end campaign data, website data, and 1st party Salesforce data.

**Digital Analyst; E.W. Scripps Mar. 2016 -May 2018**

* Utilized R and linear regression for in-depth multi-platform analysis, deriving critical audience insights to optimize marketing strategies.
* Developed SQL and R scripts to automate processes, elevating efficiency, and productivity.

**Skills**

**Programming Languages:** SQL, Python, R, Javascript

**Digital Analytics Platforms:** Adobe Analytics, Google Analytics

**Data Visualization Tools:** Tableau, PowerBI, Dash

**Machine Learning:** Marketing Mix Model (Bayesian), Regression, Time Series & Forecast Modeling, Hypothesis Testing