

VP, Head of Advanced Analytics & Data Science VP, Head of Advanced Analytics & Data Science Head of Marketing Analytics at GSW, Syneos Health Data Science Columbus, OH Digital marketing professional with a background working in interactive design, search engine optimization, email marketing and content architecture, interactive strategy and digital brand promotion. I drive digital brand experiences by changing the data dialogue, raising acumen and empowering brand teams with performance insights that drive engagement. I lead a team of analysts and strategists to incorporate diverse perspectives into analysis and balance recommendations with the brand strategies. Specialties: - Insight-based measurement and analysis - Search Engine Optimization (SEO) - Relationship / CRM marketing (Email) - Content management - User experience / Site optimization - Applied Data Science Authorized to work in the US for any employer Work Experience VP, Head of Advanced Analytics & Data Science GSW - Westerville, OH January 2017 to Present Changing the data dialogue, raising data acumen and empowering brand teams with performance insights that drive engagement. Lead a team of analysts and strategists that incorporate diverse perspectives into analysis and balance recommendations with the brand strategies. Collaborate with a wide range of clients (internal and external) within the pharmaceutical, medical device, payer/insurance sectors and agency sectors. Key aspects include:

- Data strategy (Success definition, KPIs, Learning plan development)
- Data governance (Tech stack evaluation, Adherence to HIPAA, GDPR, ...)
- Data storytelling (Relating insights and strategic opportunities)
- Data acquisition (Tagging, vendor relationships)
- Data visualization (Explanatory/Exploratory depending on the recipient)
- Data analysis (Descriptive to digital channels, media, salesforce)
- Data-centric Workshops (Measurement planning, Data Science Product Development, Dashboarding)
- Applied Data Science (Predictive Modeling, Anomaly detection, Attribution, Lead Scoring, Clustering/Segmentation, ...)

Additional aspects include Search Engine Optimization (SEO), Social Listening, A:B/Multivariate Content testing Director, Digital Strategy/Digital Experience GSW - Westerville, OH March 2013 to January 2017 Responsible for developing and implementing strategies for various pharmaceutical clients across the digital ecosystem, selecting the right channel and content mix by conducting detailed analysis of target

insights and behaviors. Partner closely with client management teams to introduce industry trends and channel-specific insights. Developed marketing playbooks for marketing automation, content marketing, social video use and HIPAA compliance factors. Highlights include: Subject matter expert for SEO, Relationship Marketing (CRM), Mobile Innovation practice in Customer Experience Planning Developed workshops around channel planning, content planning, measurement planning Integration of analysis into internal discovery and design processes Vendor/partner selection Senior Business Analyst, Digital Optimization Victoria's Secret - Reynoldsburg, OH July 2012 to March 2013 Responsible for managing all facets of medium-to-large scale web/interactive project delivery including creative, business and technical requirements, third-party vendor management, project scoping, quality assurance and compliance with established standards through to delivery of the project. Close coordination across IT, Marketing, Planning, Finance, Merchandising and Customer Support involved: Social Media Platform Development, across mobile and web experiences User Data acquisition across demographic and activity SMS/Text Mobile Engagement, Message/Response Chat Development Agile/Scrum Project Planning Methodology Technical/Functional Documentation QC/QA Project Development Manager, Digital Marketing Cardinal Health - Dublin, OH September 2011 to July 2012 Managing solutions and efforts with a dedicated interactive team as part of an in-house digital agency that helps to push strategic themes across emerging channels, custom cross-channel solutions and performance. Digital marketing capabilities: - Content management and architecture - Enterprise-wide search engine optimization (SEO) and search engine marketing (SEM) - Interactive design and application of digital branding elements - Email marketing (Responsys) tactics, strategy & analytics Wins included: - Validation, refresh and maintain all content within enterprise site - Developing a multi-publisher strategy for public marketing website as well as developing an Internet Toolkit - Priority campaign launches within the digital channel - Developed marketing strategy for digital channel including ad space monetization, on-site search and SEO - Developed interactive catalog strategy and wireframes for enterprise proposal Consultant, Email marketing & Search Marketing (SEO) Cardinal Health - Dublin, OH October 2007 to September 2011 Develop and

implement strategies across interactive design and user experience, manage email marketing, search engine optimization (SEO) activities, keyword strategy & internet marketing campaigns across cardinalhealth.com and related properties. Interactive Design Consultant ICC - Dublin, OH August 2006 to September 2007 Interactive Designer/ Developer for global communications shared services Web Design: Information architecture, working with Corporate Branding Permission marketing: Sending 32,000+ CAN-SPAM compliant emails/week using Responsys tool, Template research, development and design, campaign development and guidance, account management, reporting, strategic assistance development and design Web Development: Maintenance of www.cardinalhealth.com content, functionality W3C compliance and accessibility, build of new functionality, implementation of new techniques, form usage, Actionscript, Flash design, development and maintenance Technology liaison between IT and marketing/clients Helped to develop an international presence for Cardinal Health on six continents Web Designer / Front End Developer Freelance/Self employed - Columbus, OH March 2002 to September 2006 Various projects including: GUI web design for SMBs, Interactive development, Digital Video production Education Bachelor's in Time Based Media Design (Art & Technology) The Ohio State University - Columbus, OH September 1999 to March 2002 None in Time-based Media Design Columbus College of Art and Design - Columbus, OH September 1996 to May 1999 Skills Data Mining (5 years), Data Visualization (5 years), Tableau (3 years), R (Less than 1 year), Google Analytics (10+ years), Google Tag Manager (3 years), Google Webmaster Tools (10+ years), Adobe Analytics (1 year), SQL (2 years), Digital Strategy (10+ years), CRM (10+ years), Data Analysis (10+ years), Data Storytelling (5 years), Applied Data Science (2 years), Data Strategy (5 years), Email Marketing (10+ years), HTML (10+ years), Excel (10+ years), Digital Marketing, SEO, Social Media Marketing, Marketing Strategy, Marketo (2 years), CRM (3 years), Powerpoint, Business Intelligence Links <https://www.linkedin.com/in/jdesalvo/> Certifications/Licenses Google Analytics Power User December 2018 to December 2020 Assessments Problem Solving Expert August 2019 Measures a candidate's ability to analyze relevant information when solving problems. Full results: https://share.indeedassessments.com/share_assignment/wto6tld2bcue8csl Indeed Assessments

provides skills tests that are not indicative of a license or certification, or continued development in any professional field. Groups Ohio Diversity & Leadership Conference July 2011 to October 2012 Promote the Ohio Diversity & Leadership Conference (<http://www.ohiodiversityconference.com>) across multiple channels. Helped to extend Social Media strategy to include a heavy Twitter presence, Cross promotion across channels and promoting speaker initiatives. Publications A People First Approach to Data Visualization <https://www.pharmavoice.com/article/2018-09-data-visualization/> 2018-09 Selecting the right type of storytelling model to showcase your data is perhaps the most often overlooked aspect of data visualization, and the biggest opportunity data analysts and presenters have for driving deeper understanding. People naturally attempt to construct narratives of meaning from even the simplest of data visualizations. They find this easy or hard depending on the storytelling model selected, which in turn should be matched to the data exploration style of the recipient.

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