

EUGENE HAYDEN

Strategy & Operations, Advanced Analytics, Decision Intelligence

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PROFESSIONAL EXPERIENCE

Canadian Cancer Society | Toronto, Ontario, Canada

10 mos | Oct 2019 - present

Manager, Business Intelligence and Analytics (full-time)

- Managed strategy, optimization & growth initiatives. Defined KPIs to measure success, gathered business intelligence and reported results to senior managers. Responsible for 80% of tracking and data analytics projects
- Automated and enhanced 30+ analytics dashboards using Google Data Studio, Tableau and Microsoft Power BI. Managed 200+ Google Analytics and 40+ Google Tag Manager accounts to support nationwide health charity, strategic projects and campaigns of varying sizes and complexity (impact on lives of 16M+ users)
- Supported launches of strategic initiatives, such as Daffodil Month, Run for the Cure, Relay for Life, and COVID-19 Emergency Fund resulted in the growing number of donations by 94% and annual average revenue per user by 62%

Selected Achievements:

Defined strategic KPIs and developed tactical dashboards for senior managers to support a nationwide digital strategy

Participated in launches of Daffodil Month and COVID-19 Emergency Funds to minimize the gap from 50% to 25%

Automated and enhanced analytics dashboards to measure the impact of COVID-19 to improve team efficiency by 15%

Advanced tech skills & tools: Google Tag Manager, Google Cloud Solutions, JavaScript, Google Data Studio, Tableau, Microsoft Power BI

Google Inc. | Central and Eastern Europe

2 yrs 3 mos | Aug 2014 - Oct 2016

Industry Manager, Finance and Travel verticals (full-time)

- Managed Finance and Travel verticals for a portfolio of ~15 large customers and top tier agencies across all digital marketing channels: Search, Google Display Network, YouTube and Programmatic. Exceeded quarterly account growth quota multiple times ranging from 102% to 167%
- Actively participated in major product launches for the travel industry, such as Google Flights in 2015 and Dynamic Remarketing feed for Airlines in 2016 impacting 90+ million users in 16 countries. Received annual award "Spot Bonus" for upholding core Google values as well as the award for Google Flights launch in several strategic regions
- Built partnerships with a top tier agency aimed at increasing revenue flow for clients by improving user experience and upgrading tracking capabilities (Google 360 and Google Analytics Premium). My efforts over 6 months resulted in a Joint Business Plan (JBP) worth 125% more revenue in the 3-year period than our original plans

Selected Achievements:

Managed Finance and Travel verticals for a portfolio of ~15 clients, strongly exceeded expectations by overachieving sales quota +167%

Received a "Spot bonus" for launching Google Flights in 16 countries impacting 90+ million users, 14 peer-bonuses and 23 kudos

Signed the first Joint Business Plan (JBP) with airline companies in the Performance sector worth 125% revenue uplift in 3 years

Advanced tech skills & tools: Google Search, Google Flights, Google Ads, YouTube, Programmatic, Mobile UX/UI, Google Analytics 360

Discovery Communication | London, England, United Kingdom

9 mos | Dec 2013 - Aug 2014

Distribution Strategy Manager (full-time)

- Led and executed a digital media strategy that targeted major satellite, cable and IPTV networks, resulting in the 200M users' media presence in Central and Eastern Europe. Supported the Director of Marketing and Digital Strategy in partnership with regional teams
- Managed and maintained partnerships with marketing, sales, and digital teams to increase the adoption of campaign/media strategies, promotional priorities, insights, and best practices with regional teams to support franchise titles

Advanced tech skills & tools: Microsoft Excel, PowerPoint, Word

LEADERSHIP EXPERIENCE

Prometheus Labs | San Francisco, California, United States

4 mos | Apr 2020 - present

Founder, CEO

- Founded Prometheus Labs which is aiming to facilitate young professionals and students impacted by COVID-19 to navigate the job market in distinctive ways. Created and scaled the "We're Hiring!" project from 1,300 hiring managers, 10 companies in 2 countries to 3,500 hiring managers, 903 companies in 32 countries
- Spearheaded the creation of a dedicated group of 35 volunteers to support 5 strategic initiatives: data cleaning & verification, data quality, database management, marketing and international expansion

Selected Achievements:

Created and scaled the "We're Hiring!" project resulting in positive user engagement - 530k views, 7.3k likes, 1.3k comments in 7 days

EDUCATION

University of Toronto, Toronto, Ontario, Canada

2019 - 2021

Degree: Master of Engineering, Mechanical and Industrial Engineering. GPA: A

University of Waterloo, Waterloo, Ontario, Canada

2017 - 2019

Degree: Master of Management Sciences. Top 1% of the class in Game Theory (100/100). GPA: A-

