

Brionne Downs

(708) 256-9423 - brionnedowns@gmail.com - linkedin.com/in/brionnedowns/ - Houston, TX

SKILLS/TOOLS

Python, SQL, Domo, Power BI, DAX, Google Analytics, Tableau, Google Ads, Microsoft Ads, SEMRush

EXPERIENCE

Sr Manager, Analytics, Hydrow, Boston, MA - MAR 2022 - FEB 2023

- Assisted in the development of an analytical needs roadmap to plan and prioritize work which scaled insight throughout marketing teams
- Built and owned DOMO dashboarding for various website, member, and marketing teams which advanced the brand's analytics program and informed changes that dropped NET CAC by 80%
- Improved our understanding of member workout behavior by utilizing SQL/python to uncover usage patterns and lapse frequencies
- Owned and advanced the analytical insight for technical and content SEO programs by introducing key data tactics which improved organic performance visibility

Search Engine Marketing Strategy Manager, CPAP.com, Stafford, TX - APR 2019 - MAR 2022

- Programmed ETLs using various API endpoints to bring marketing ad data into Python and company databases, saving over 30 hours of manual data reporting across departments monthly
- Built interlocking and drillable data visualizations in Power BI to measure marketing channel YoY performance in daily, weekly, monthly, quarterly and yearly segments
- Synthesized channel performance data to diagnose and rank marketing opportunities and threats, reducing the time to execute optimizations and improving our overall campaign cost per acquisition

Search Engine Marketing and Metrics Manager, CPAP.com, Stafford, TX - SEP 2015 - APR 2019

- Managed high 6 figure monthly advertising spend, PPC and SEO strategy to ensure revenue and ROI met or exceeded company targets, driving growth for future company initiatives
- Developed ranked traffic and revenue expansion plans using valuation techniques to ensure new initiatives were chosen based on potential impact or company benefit
- Led SEO audits and multi team collaboration to understand Google algorithm shifts, site impact and tactical needs which lead to 2 separate SEO recoveries generating 6 figures each

Senior Digital Marketing Analyst, CPAP.com, Stafford, TX - APR 2013 - SEP 2015

- Oversaw day-to-day bidding, targeting, optimization and analysis of Google AdWords + Bing Ads
- Gathered performance data to contribute insightful analysis which resulted in data-driven recommendations that improved YoY revenue and conversion rate growth for all channels

Search Engine, Web Analytics Analyst, Blick Art Materials, Galesburg, IL - SEP 2011 - APR 2013

- Executed SEM activities, including continuous optimization of text ads, display ads and keywords, to drive incremental website and mobile traffic and increase sales conversions

EDUCATION

Grambling State University, Grambling, LA - Bachelors of Marketing, DEC 2009