

Casey Moroney

Austin, TX | hire.casey.moroney@gmail.com | 630-253-2094 | <https://github.com/cmoroney>

PROFESSIONAL EXPERIENCE

Jan 2023 – present
Remote

Sr. Marketing Analyst, Bungie

- Conducted analysis to estimate impact of age gate implementation which provided insight to Business Operations stakeholders for future integrations.
- Supported creation and refinement of media mix model by building feature data set, optimizing data cleaning workflow, and providing important domain context.
- Combined data from disparate sources into a single Tableau view to provide competitive benchmarks for go-to-market strategy.
- Aided in design and analysis of A/B and incrementality testing.
- Consolidated marketing data into a common schema providing granular campaign reporting for better optimization controls.

Feb 2022 – Jan 2023
Austin, TX

Sr. Marketing Analyst, The Zebra

- Deliver analytic solutions across marketing teams - performance, brand, organic, and lifecycle.
- Lead implementation and stakeholder education of multi-touch attribution modeling solution.
- Performed regression analysis to assess the relationship between TV ad spend and conversions.
- Created documentation and experimental design tools to improve A/B testing processes.
- Built and maintained external data pipelines to improve stakeholder workflow.

Feb 2021 – Feb 2022
Austin, TX

Marketing Analyst, The Zebra

- Increased data granularity for marketing spend which lead to improved ROMI controls.
- Designed automated reporting to external vendors which improved spend efficiency and reduced manual work by 5-10 hours per week.
- Worked alongside engineering to improve data pipelines, building confidence in our data.

Nov 2017 – Mar 2020
Austin, TX

Digital Marketing Analyst, Clutch Analytics

- Designed realtime reporting processes for 10+ major software deployments.
- Provided insights to leadership that lead to a new lead distribution system which improved touch rate from 30% to 100%.
- Maintained organization-wide reporting that enabled swift reaction to system issues.
- Automated ETL processes, reducing report time from days to hours and eliminating a long standing issue with inaccurate data.

May 2015 – Sep 2017
Austin, TX

Digital Marketing Manager, Mancomm

EDUCATION

Apr 2020 – Aug 2022
College Station, TX

Master of Science - Statistics, Texas A&M University

Chicago, IL

Bachelor of Science - Marketing, DePaul University

ADDITIONAL SKILLS

BI/DE Tools — Looker, Tableau, Data Build Tool • **SQL/NoSQL** — Advanced Querying, Write Operations, PostgreSQL, Snowflake, MongoDB • **R Programming** — Advanced Programming, Statistical Analysis, Caret, Robyn • **General Dev Experience** — Amazon Web Services (AWS), Google Cloud Platform (GCP), Command line, Git, REST APIs • **Python** — Intermediate programming, Machine Learning, Data analysis, Pandas, Numpy, Scikit-learn