Casey Moroney

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EDUCATION

Texas A&M University — College Station, TX
Master of Science in Statistics — *May 2020 – Aug. 2022*

DePaul University — Chicago, IL
Bachelor of Science in Business, Major in Marketing — *Sep. 2008 – May 2014*

EXPERIENCE

Sr. Marketing Analyst — Feb. 2022 – Present
The Zebra — *Austin, TX*
- 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.
- Automated user experience analysis to allow the product team to progress more efficiently.
- Build and maintain external data pipelines to improve stakeholder workflow.
- Develop reporting for offline campaigns enabling testing into new channels.

Marketing Analyst — Feb. 2021 – Feb. 2022
The Zebra — *Austin, TX*
- Collaborated with stakeholders across the marketing org to build impactful analytical tools.
- Improved data granularity for marketing spend which lead to improved ROMI controls.
- Designed automated reporting to external vendors which improved spend efficiency.
- Collaborated with analytics engineers to improve data pipelines, building confidence in our data.

Digital Marketing Analyst — Nov. 2017 – March 2020
Clutch Analytics — *Austin, TX*
- Designed realtime reporting processes for more than 10 software deployments.
- Provided insights that lead to a new lead distribution system increasing touch rate from 30% to 100%.
- Maintained organization-wide reporting that enabled swift reaction to system issues.
- Improved data pipeline by automating ETL processes. This reduced monthly reporting time from days to hours and eliminated a long standing issue with inaccurate data.

Digital Marketing Campaign Manager — May 2015 – Sep. 2017
Mancomm — *Austin, TX*
- Used chat logs and website activity to implement changes to improve e-commerce conversion rate.
- Created reporting for management to enable data-driven decision making.

PROJECTS

Bayesian Mixed Modeling in R | *RMarkdown* — July 2022
- Wrote an instructional manual for using Bayesian methods for linear and generalized linear mixed models in R.

StackOverflow Analysis | *SQL, Python (Sklearn, SpaCy, Pandas)* — Oct. 2022
- Built a classification model for detecting unanswered questions on StackOverflow using a public BigQuery dataset.

TECHNICAL SKILLS

SQL/NoSQL: Advanced Querying, Write Operations, PostgreSQL, Snowflake, MongoDB
Python: Intermediate programming, Machine Learning, Data analysis, Automation, Pandas, Numpy, Scikit-learn, SpaCy
R Programming: Advanced Programming, Statistical Analysis, RMarkdown, Tidyverse, Caret
BI / DE Tools: Looker, Tableau, Data Build Tool (DBT)
Developer Tools: Amazon Web Services (AWS), Google Cloud Platform, Command line, Git, REST APIs
JavaScript: Intermediate programming, Node.js, Automation
Google Suite: Analytics, Looker Data Studio, Tag Manager (GTM), Google Ads