

Casey Moroney

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PROFESSIONAL EXPERIENCE

Jan 2023 – Aug 2024
Remote

Sr. Marketing Analyst, Bungie

- Supported the creation and refinement of MMM (marketing mix model) by optimizing data cleansing workflow, and providing domain context for variable selection.
- Conducted causal impact analysis on age gate implementation and presented findings to Business Ops stakeholders for future customer journey integrations.
- Built self-service visualization and analysis tools to stakeholder groups across internal orgs.
- Supported creative and lifecycle teams in design and analysis of email and web A/B testing.
- Combined external data - including Nielsen VGT ratings, social sentiment, and keyword search volume - into a single Tableau view to create competitive benchmarks for go-to-market strategy.
- Consolidated internal and external spend data into a common schema providing improved optimization controls.
- Built and maintained manual data processes where automated reports were not feasible.

Feb 2021 – Jan 2023
Austin, TX

Marketing Analyst / Sr. Marketing Analyst, The Zebra

- Led implementation and stakeholder education of MTA (multi-touch attribution) solution.
- Created documentation and experimental design tools to improve A/B testing processes.
- Worked with cross-functional teams to build impactful tools for analysis in Looker.
- Built and maintained data import processes to deliver accurate performance data faster, improving stakeholder workflow.
- Designed and deployed automated reporting to external vendors which reduced manual work by 3-5 hours for the marketing team per week.

Nov 2017 – Mar 2020
Austin, TX

Digital Marketing Analyst, Clutch Analytics

- Designed near-realtime reporting processes for 10+ major software deployments allowing immediate visibility into performance for executive suite.
- Provided agent performance 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 reporting via ETL processes and R Markdown outputs, reducing time work time from days to hours every week.

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 — Tableau, Looker, Data Build Tool (DBT)

SQL/NoSQL — Advanced Querying, Write Operations, MongoDB

R Programming — Advanced Programming, Statistical Analysis, Caret, Robyne

Python — Intermediate programming, Machine Learning, Data analysis, Pandas, Numpy, Scikit-learn