Casey Moroney

630-253-2094 | hire.casey.moroney@gmail.com | linkedin.com/in/casey-moroney | github.com/cmoroney

1 Education

[leftmargin=0.15in, label=]

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*

2 Experience

[leftmargin=0.15in, label=]

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*

4 Technical Skills

[leftmargin=0.15in, label=] **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