

Contact

www.linkedin.com/in/edgallagherdirectmarketingguru
(LinkedIn)

Top Skills

Wordpress
Dreamweaver
Access

Languages

French
Japanese
Spanish
Chinese (Mandarin)

Certifications

Health information Management And Coding
Marketo

Publications

Colorado Springs Independent, Letter To The Editor
Interview with John Frusciante from the Japanese edition of his album Outsides, translated from Japanese to English
Rolling Stone magazine, Letter To The Editor

Ed Gallagher

Database Marketing & Analytics Consultant
San Diego County, California, United States

Summary

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Gallagher | Direct, Inc.
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Left Brain Analytics
& Right Brain Creativity
= Long Term Value.

Specialties: • 12+ years direct marketing experience
• Online marketing expertise – Web, email, search
• Database marketing – segmentation, response models, A/B test design
• Strategic marketing – launch strategy, positioning, campaign planning, learning plans
• Vendor/agency mgmt experience
• ‘Can do’ team leader with M.A. in Int’l Management
• Japanese language competency
• SQL, HTML, Access, Powerpoint, Excel, Visio, Project, Dreamweaver, Adobe Illustrator, Photoshop, Apple OS X, Office, WordPress, Agile

Experience

UPS

PT Supervisor

November 2020 - Present (5 years)
Chula Vista, California, United States

• Directs day-to-day operations – very early A.M. shift -- for #1 Bay at the primary UPS package delivery and transport hub in southern region of San Diego County. Applied Lean Six Sigma principles (e.g. PDCA, DOWNTIME) to successfully improve operating efficiency.

- Ensures operations perform at targeted/budgeted efficiency while training / on-boarding new hires and mitigating safety hazards and/or adverse behaviors that could put the personnel and operations at risk.

Gallagher | Direct, Inc.

Database Marketing Analytics Consultant

April 2002 - Present (23 years 7 months)

Direct response marketing service/analytics and business processes management to a diverse set of clients: leading financial institutions, SAAS companies, hardware/software/IT sales & service companies.

- Developed end-to-end marketing automation campaigns: emails, landing pages, forms, nurture campaigns, lead scoring, direct mail, inbound and outbound telemarketing, SEM/PPC, AdWords, content-based marketing automation (Marketo, Eloqua), segmentation, personas, response model development, A/B test design, results analysis and write-ups, test-and-roll learning plans.
- Performed database marketing and campaign/efforts analysis: results analysis, metrics reporting, dashboard construction via top MA platforms (Marketo, Eloqua, ExactTarget, Responsys, DARTmail, MailChimp), CRM platforms (Salesforce), WordPress/Joomla/Drupal (other CMS platforms) and Web Analytics tools (Google Analytics, Adobe/Omniture Site Catalyst, AdWords, Optimizely), leading MI/BI platforms (Tableau, Birst, SQL, Bizible, GoodData)
- Extensive credit card marketing experience (Providian, WaMu, GetSmart) including segmentation, open-to-buy mgmt., risk profiling, upsell/cross-sell, balance build programs, premium products, as well as business line, loans and line of credit for Wells Fargo Direct Small Business and HNW segments, including loyalty programs, inbound/outbound call centers, vendor management, smart-card, as well as product management with multiple stakeholders including Compliance, Privacy, Security, Legal, Customer Support, Engineering, QA, UAT, et al.

The Pedowitz Group

REVENUE MARKETING ANALYTICS ENGINEER

February 2014 - October 2016 (2 years 9 months)

Atlanta, Georgia, United States

- Developed hundreds of client reports and dashboards for campaign reporting (typically Marketo/Eloqua MA platforms integrated with Salesforce), marketing ROI, and sales analytics

- Conducted multiple database hygiene studies on customer database management and growth: progressive profiling, lead scoring, PERSONAS using Marketo, Eloqua and Salesforce
- Optimized nurture campaign strategy/reporting using firmographic/behavioral lead scoring
- Developed end-to-end, closed loop reporting for key clients using database analytical techniques: data normalization techniques, data munging, dirty data, merge/purge, data hygiene, segmentations and targeting via SQL queries and stored procs, vLookups, Excel data tables, data cubes and dynamic dashboards via data cube and Cloud-based dataviz tools (Salesforce, Adobe, Marketo, Tableau, Birst, GoodData and others depending on client engagement).
- Prepared numerous presentations to showcase key findings and key user stories

Dillon Rental

owner

2016 - 2016 (less than a year)

Dillon Valley East Condo Share

Owner

2016 - 2016 (less than a year)

Dex One

SENIOR ANALYST

August 2010 - February 2014 (3 years 7 months)

- Conducted database analysis and user segmentation analysis for leading local search engine
- Developed and managed daily dashboards used to gain insights into performance of digital products and online advertising efforts (PPC/CPC/SEM and SEO) in Agile development environment
- Directed database analysis incl. utility of Web experience's key features, detailed study of the mobile Web experience, customer loyalty analysis, path-wise analysis utilizing Google Analytics, Adobe Site Catalyst and Tableau and ad hoc studies using SQL database analysis
- Created of test-and-roll operating environment that led to 40% lift in actions for key traffic segment

UCSD Alumni Association, Graduation School of Int'l Relations/
Pacific Studies.

BOARD MEMBER, SECRETARY

October 2005 - December 2007 (2 years 3 months)

Stride Center (formerly StreetTech)

founding DIRECTOR and Board Member

April 1999 - October 2005 (6 years 7 months)

As Chair of Fundraising Committee for this successful non-profit organization, raised \$2MM and placed 300+ graduates into high-pay, high-tech jobs. Stride Center was an early innovator and leading non-profit in helping to bridge the so-called Digital Divide. During my tenure, the organization received the coveted California Technology & Innovation Award from California Governor Gray Davis (2002).

Japanese English Toastmasters

VICE PRESIDENT of Public Relations

April 2002 - October 2004 (2 years 7 months)

Responsible for membership acquisition and retention. Developed Web page and successfully achieved top-ranked search engine position.

Working Assets

MANAGER of Loyalty Marketing

August 2003 - August 2004 (1 year 1 month)

WORKING ASSETS – San Francisco, CA

Managed loyalty marketing and cross-sell via direct mail, email, bill inserts, Web and IVR/Customer Service sales channels.

- Generated over \$500M in NPV via targeted bill messaging – a 100%+ increase over the previous year.
- Achieved 20% reduction in attrition through targeted direct mail campaign yielding nearly \$500M increase in NPV.
- Managed local phone service product launch with integrated multi-channel marketing campaign consistently generating 1%+ net response rates; \$1MM marketing budget on track to generate over \$4MM in NPV in 2004.
- Managed \$1.5MM loyalty marketing budget and two-person marketing team.

Providian Financial

SENIOR PRODUCT MANAGER

July 1999 - April 2002 (2 years 10 months)

PROVIDIAN FINANCIAL – San Francisco, CA

Led direct marketing task force for \$400MM loyalty marketing unit

- Increased Web conversion 300%
- Process improvements yielded \$3MM reduction in operating expenses.
- Telemarketing enhancements yielded 12% lift in NPV.

Successfully launched bill pay solution for \$15MM Web mortgage unit

- Negotiated licensing agreements with key vendors and strategic partners
- Directed multi-channel direct marketing (direct mail, email, online advertising, & in-product marketing) efforts

Managed competitive intelligence for leading Internet credit card

- Presented findings to senior management
- Participated in annual planning cycle
- Recommended strategy vis-à-vis emerging technologies and channels, including: wireless, account aggregation (Yodlee), CRM, affiliate networks, email (Responsys/DoubleClick), SEM & SEO, electronic bill pay (Checkfree/Metavante), and e-payments (ACH, OFX, VISA, MasterCard, Paypal)

SphereMedia.com

DIRECTOR OF FINANCE / Marketing Consultant

March 1999 - July 1999 (5 months)

SPHEREMEDIA.COM – San Francisco, CA

Wrote business plan, recruited staff, developed product and controlled finance for music industry market research venture.

- \$150M seed capital investment yielded a software solution bought for \$2MM by a subsidiary of MP3.com/Vivendi Universal (an early leader in Digital Rights Management).

JHPartners LLC (formerly Jesse.Hansen&Partners)

ANALYST / Consultant

May 1998 - February 1999 (10 months)

JH PARTNERS – San Francisco, CA

Helped raise over \$20MM in early-stage venture financing. Key clients: Peets Coffee, Design Within Reach, PlanetOut Partners (Gay.com/Gay.net), Active Research, Nth Dimensions (Wireless Dimensions) and Six Degrees Records (leading independent World Music label).

- Conducted financial analysis and due diligence
- Developed financial models and business plans
- Advised client companies on financial and strategic business issues

ThermoLase Corporation (subsidiary of ThermoElectron)

SENIOR MARKETING ASSOCIATE

September 1996 - April 1998 (1 year 8 months)

THERMOLASE CORPORATION (A THERMOELECTRON COMPANY) – San Diego, CA

Implemented innovative marketing model for laser services franchise within the physician community.

- Quarterly revenue increased from \$90M (Q3 96) to \$3MM (Q1 98).
- Key responsibilities: brand management, direct marketing, product development, advertising, event marketing, PR.

McCann-Erickson / InfoPlan Market Planning

MARKET RESEARCH ANALYST - Consumer Insights (Summer Internship)

June 1995 - September 1995 (4 months)

MCCANN-ERICKSON – Tokyo, Japan.

Identified consumer insights based on qualitative and quantitative research.

Key projects: brand identity, packaging assessments, product usage studies, advertising impact studies.

Key clients: Coca-Cola, Chanel, Johnson & Johnson, Gillette, Microsoft and Levi-Strauss.

Education

UC San Diego

M.A., International Management · (1994 - 1996)

Sophia University

Graduate Program, Intensive Japanese - Reading, Writing, Conversation · (1992 - 1993)

University of California, Berkeley

B.A., Comparative Religion · (1985 - 1990)