

# BLAKE ABBENANTE

I help businesses improve by leveraging data to better understand their customers. By combining sophisticated analysis with a pragmatic approach to marketing and product, I help teams cut through the noise and distill their key levers to increase performance.

## INDUSTRY EXPERIENCE

current  
|  
2021

### ● **Sr. Director, Data & Analytics** minded

📍 Boston, MA

- Responsible for all data related activity and teams, including analysis, business intelligence & data engineering. Highlights include:
- Worked closely with founders to understand key metrics to grow and guide business and help secure \$25M seed round funding.
- Managed various staff and vendors for building and operating Hipaa compliant data stack for all reporting, analysis and automation needs. Tools included: Looker, Hightouch, dbt, Snowplow, Fivetran, Redash, Redshift & hex.tech.

2021  
|  
2019

### ● **Director of Global Marketing Analytics** CBRE

📍 Boston, MA

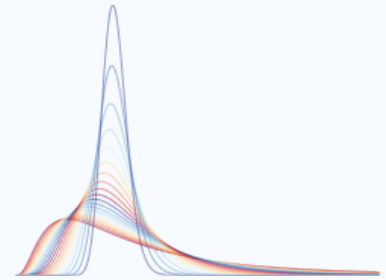
- Partnered with head of Global Marketing on measurement strategy for launch of global rebranding and website redesign.
- Overhauled MarTech stack and grew marketing analytics team to better align with CBRE's new digital vision. Tooling included: Domo, SFDC, Google Analytics 360, FiveTran, Segment & BigQuery.
- Oversaw analytics practice for hana, CBRE's agile workplace startup, including identifying new marketing opportunities and modeling demand and yield scenarios.

2018  
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2018

### ● **Head of Analytics** ofo

📍 Boston, MA

- Launched ofo's north american analytics Center of Excellence; established marketing, product and operations analytics teams. Highlights include:
- Liased with central analytics team in China on adapting data pipeline and infrastructure for US based business.
- Delivered insights to all levels of org as business scaled at 100%+ MoM growth.

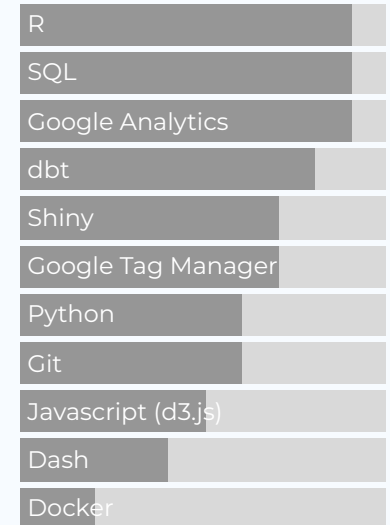


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## CONTACT

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## LANGUAGES & TOOLS



- 2018  
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2017
- **Director, Marketing Analytics & Insights**  
Cengage Learning 📍 Boston, MA
    - Led team of analysts supporting Marketing & Strategy Groups for Cengage's B2B & B2C businesses. Highlights include:
    - Developed KPI hierarchy to align measurement strategy and report/dashboard focus with Cengage digital first pivot.
    - Partnered with Data Delivery Services team to create marketing datamart, reducing lag time to data access by up to 90%.
    - Delivered insights to senior Strategy team to validate Cengage Unlimited product launch, including ROI forecasts and customer segmentation groups for targeted messaging.
- 2017  
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2015
- **Customer Analytics & Insights Manager**  
Zipcar 📍 Boston, MA
    - Led Customer Analytics & Insights for Americas. Highlights include:
    - Transformed insight delivery from manual spreadsheets to automated visualization platform using Tableau & RStudio Connect across the org.
    - Built segmentation models to understand how cohorts engaged with Zipcar, resulting in marketing spend optimization and increased utilization and adoption.
    - Introduced Customer Lifetime Value and Attrition models used by customer service and marketing intervention programs, helping prevent loss of 7% of MRR.
- 2015  
|  
2011
- **Marketing Analytics Manager**  
EF Tours 📍 Cambridge, MA
    - Owner of analytics and measurement strategy for EF's Educational Tours & related business lines. Highlights include:
    - Launched new classification model that improved forecasts for long-term business relationship potential for over 50,000 U.S. organizations.
    - Instilled lean analytics framework, resulting in robust testing platform that saw a 12% increase in website conversions.
    - Build forecasting model leading to a 14% savings from reduced operating overhead as part of inventory management-based strategy.
- 2001  
|  
1995
- **Previous Experiences**  
📍 Various
    - Web Analytics Manager, PGI | Analytics Lead, FMER | Tech Marketing Mgr, Avaya | IT Specialist, IBM



## EDUCATION

- 2015  
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2013
- **M.S., Predictive Analytics**  
Northwestern University 📍 Evanston, IL
- 1995  
|  
1991
- **B.S.B.A., CIS & Economics**  
Bryant University 📍 Smithfield, RI