Alexander Lamb

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Senior Data Analyst

Result-driven application development and digital marketing professional with 10 years of progressive experience in growing businesses and generating revenue through demand, optimization, and analytics. Builds technical innovations across disciplines of application development, lead generation, marketing automation, and data analytics. Expertise in omnichannel marketing strategies. Proven ability to excel in a high-performance culture adopting an agile methodology with competing priorities. Top 1% of all enterprise level IT professionals who are knowledgeable in the proprietary workings behind Google Analytics.

WORK EXPERIENCE

American Standard • Remote • 05/2022 - 04/2024
Digital Analytics Leader • Full-time

- Revolutionized how DTC digital marketing data is digested to produce results, reduce risk, and optimize business growth.
- First-class data science with Google Analytics 360 Big Query data models for quantitative multi-channel funnel purchases.
- Deep insights provided with Google Cloud Looker Studio doubled revenue from ecommerce sales measured year over year.
- Real-time decisions built from custom SQL temp tables with SAP data blended with Google Ads data improved ROAS 3x.
- Surgically improved brand and organic tra c that increased new users by 20% measured month over month.
- Educated executive team with walkthrough of profit and loss to acquire additional capital investment 1.5x to previous year.
- Created a resilient line of business to beat financial forecasts and exceed all previous Japanese fiscal year revenues.
- Define marketing KPI with cost and MQL to deliver a predictable and scalable customer acquisition engine.
- Develop custom javascript containers and payload solutions to increase real-time reporting accuracy 100%.
- Impactful storytelling with data visualization and hand-holding global analysts to maintain high quality data governance.
- Collaborate with Google Cloud AI Executives to deliver cutting-edge machine learning Google Analytics Looker models.

Contracts • Remote • 09/2019 – 06/2022
COVID
Data Engineering Consultant • Full-time

- Design digital marketing strategies from concept, timelines, and milestones. Build marketing automation, lead generation campaigns, website applications, and digital analytics.
- Full Stack website development (LAMP, OLS, PHP, JS, HTML, CSS) for Blue Circle Foods, Whole Foods seafood provider.
- Build custom Google Analytics integrations for quantitative reporting of users, transactions, and KPI through Google Tag

Kapitus • New York, New York • 01/2018 – 06/2019
Digital Operations Director • Full-time

- Defined the B2B digital marketing strategy that produced the best ROAS of this industry.
- Pioneered new martech for demand generation campaigns that doubled sales qualified leads.
- Build end to end quantitative digital marketing funnel with MIT Code Labs to increase revenue 2.5x measured year over year.
- Develop SEO website architecture and improve user experience with custom Drift chat that increased new users 30%.
- Groundbreaking data visualization and storytelling revealed lost business opportunities and increased velocity 60%.
- Business-first profitable paid tra c lead generation campaigns significantly improved customer acquisition costs at scale.
- Successfully rebranded business name without loss of velocity and improved business reputation.

transfast • New York, New York • 09/2014 – 06/2017
Digital Marketing Director • Full-time

- Established the brand as the leading online cross-border payments provider when purchased by Mastercard
- Defined the B2C digital marketing strategy that produced the best ROAS of this industry.
- First employee hire for digital marketing and supervised 3 senior level marketing professionals.
- Successful mobile and website deployments with 40x increase in new users.
- Built custom marketing analytics on mobile and web with aggregated reporting APIs.
- Pioneered new products with multi million dollar revenue streams for a 300x increase in sales.
- Consistently beat the banks for first position with organic keywords like send money online.

EDUCATION

Bachelor Of Science
Felician University Of New Jersey

CERTIFICATIONS

Google Analytics Individual Qualification
Google

Google Ads Individual Qualification
Google

Google Tag Manager Fundamentals Legacy
Google

Looker Developer Legacy
Google

SKILLS

Artificial Intelligence, BigQuery, Cascading Style Sheet, Customer Acquisition, Data Governance, Data Modeling, Data Science, Data Visualization, Demand Generation, Digital Analytics, E-commerce, Google Ads, Google Analytics, Google Cloud Platform, Growth Marketing, Hypertext Markup Language, JavaScript, Looker, Machine Learning, Market Analysis, Marketing, Marketing Automation, Marketing Planning, PHP, Real Time Reporting, SAP, SEO, SQL, User Interface Design, Web Development, Website Architecture