MAX **SHPUNGIN**

Oakland, California · 925.389.0249

maxsconsulting@gmail.com · linkedin.com/in/**maxs**hpungin · **maxs**consulting.com

SKILLS

Digital Analytics Expertise

- Digital transformation & maturity
- Marketing analytics tech stack and integration strategy
- Marketing operations and data quality
- Account Based Marketing (ABM) activation, analytics, and strategy
- Conversion Rate Optimization (CRO), Website UX Optimization
- Website user flow and engagement
- Analytics implementation and onboarding
- Tag management and architecture
- Visualization, storytelling, reporting automation

Technical Expertise

- **Web Analytics:** Google Analytics, Adobe Analytics
- **Tag Management:** Google Tag Manager, Ensighten, Adobe Tag Manager (DTM/Launch)
- **CDP:** Segment
- **ABM:** Demandbase
- **A/B Testing:** Optimizely, Google Optimize
- **Visualization:** Google Data Studio, DOMO, Tableau, Analysis Workspace
- **Other:** HTML/CSS, Javascript, Python, SQL, Excel, PowerPoint, GSuite, Salsa Dancing

EXPERIENCE

NOVEMBER 2021 – AUGUST 2023
SENIOR DATA & ANALYTICS DIRECTOR, JELLYFISH

AUGUST 2020 – NOVEMBER 2021
DATA & ANALYTICS DIRECTOR, JELLYFISH

- Originate and plan data strategy and insights roadmaps to help clients maximize their investment in marketing technology
- Help clients define strategic opportunities for digital marketing based on customer landscape, brand, and business objectives
- Research, identify, and surface opportunities in campaigns to drive continuous improvement in client business and internal operations
- Drive key initiatives and thought leadership within Jellyfish to strengthen and expand the reach of the analytics capability and wider business
- Own book of business, generate profit month-on-month
- Accountable for team performance and leadership on key strategic accounts

MAY 2020 – AUGUST 2020
CONSULTANT, MAXSCONSULTING.COM

- Helping brands and agencies uncover the levers of optimization, including:
  - Website analytics architecture, tag management, and data quality
  - Website user flow analysis and UX optimization

OCTOBER 2018 – MAY 2020
EVP, DIGITAL ANALYTICS, ROI·DNA

- Drove go to market strategy and operations for all analytics services
- Built, trained, and directed the Digital Analytics team to drive operational excellence and client satisfaction
- Evangelized and drove Account Based Marketing (ABM) strategy and analytics

- Developed operational schemas to link marketing investments to down-funnel pipeline opportunities and revenue
- Operationalized and scaled actionable, automated reporting and insights for all digital advertising clients
- Oversaw the development of predictive analytics and forecasting models to inform pacing and budget recommendations
- Developed and drove key partnerships with Demandbase, Salesforce, and Google

AUGUST 2017 – OCTOBER 2018
TEAM DIRECTOR, BUSINESS INTELLIGENCE, ROI·DNA
- Drove go to market strategies for all analytics services
- Led web CRO (Conversion Rate Optimization) strategy development, and A/B testing roadmap ideation and execution
- Surfaced and automated reporting to provide critical, actionable insights for digital advertising clients

MAY 2016 – AUGUST 2017
SENIOR MANAGER, BUSINESS INTELLIGENCE, ROI·DNA
- Guided decision-makers to ideate and develop business questions, identified KPIs to drive action and create value via automated, real-time reporting and analysis
- Directed BI team, overseeing all aspects of operations, client account management, processes, and growth
- Drove key partnerships with DOMO and Optimizely, leveraged other platforms including Tableau to surface insights at all levels, from channel analysis to executive strategy across B2B and B2C verticals including travel, retail, security, and finance

JULY 2014 – MAY 2016
WEB ANALYST / SENIOR WEB ANALYST, ROI·DNA
- Conducted marketing channel attribution and user flow analysis, eCommerce tracking validation
- Performed tracking tag implementation utilizing Google Tag Manager, Tagman, Adobe, and Ensighten TMS
- Developed strategy and executed conversion rate optimization campaigns focusing on demand generation and website engagement

JULY 2012 – JULY 2014
LEAD SEO STRATEGIST, WEBMARKETING123 (ACQUIRED BY WPROMOTE)
- Directly managed top accounts by revenue and complexity, acted in a strategic oversight role for other accounts
- Developed customized organic search campaigns to help clients reach their digital marketing goals
- Guided overarching SEO strategy and secured buy-in from all levels of the client's organization

EDUCATION

STUDIED COMPUTER SCIENCE & DANCE
SAN JOSE STATE UNIVERSITY
Founder and Director, Spartan Mambo, SJSU Salsa Performance Team
Founder, SJSU Salsa Club