

MICHAEL MACFARLAN

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[Github](#)

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Experience in: Applied Data & Analytics – Business Tactics – Revenue Growth – Product – Marketing

Skills: Python – R – SQL – Statistical Analysis – Data Analysis – Data Visualization – Reporting – Applied Business Insights – Business Intelligence – Prompt Engineering – Leadership – Teamwork

Recent Projects: [Monte Carlo Simulator](#), [Disaster Relief Project](#), [Boclips Teacher Resource Generator](#), [Boclips Metadata Generator](#), [Jarvis](#), [EDA and Regression Analysis of Diamond Price](#), [CoConstruct Product Analytics Governance Guidelines](#)

Education

University of Virginia — MS in Data Science (Part-Time) — Sept 2024 — *In Progress*

IBM — Data Science Professional Certification — April 2023

Virginia Tech — BS in Biology — May 2008

Work Experience

Head of Product Marketing

Boclips, London, UK

Mar 2021 – Present

Summary: *Developed and implemented marketing and growth strategies through market research, product usage analysis, and revenue performance evaluation*

Relevant Experience:

- Produced and executed company's Marketing vision and strategy by scaling our team and improving sales performance with data-driven enablement materials
- Collected, processed, analyzed and reported on market and customers to inform product decisions and revenue strategy
- Implemented data collection strategy, tooling, and documentation to understand user behavior, improve adoption & retention
- Presented insights to both technical and non-technical stakeholders, including board members, executives, product managers, and sales team members
- Collaborated with cross-functional teams, including our data science team, to develop product solutions and to communicate usage insights
- Developed an MVP using Python, Flask, and API tools for Sales Enablement, initiated innovation for additional product MVPs
- Leveraged collected data to make informed decisions about product development and marketing strategies, and used data to measure the success of these initiatives
- Rapidly gained industry and customer knowledge to enable relevant question formulation and data analysis in the context of the business

Sr Manager of Customer Marketing

CoConstruct, Charlottesville, VA

July 2020 – Feb 2021

Summary: Successfully launched and operated a company department dedicated to customer retention guided by customer data and insights

- Launched and operated a department focused on customer retention and growth by leveraging customer data and insights to design and execute marketing campaigns, achieving a 106.8% increase in feature usage and 66.2% growth in associated feature revenue compared to the period prior to the campaign
- Developed and tracked product usage metrics using SQL and a 3rd party analytics software, to drive retention and revenue-generating features
- Supported Sales and Customer Success teams with reporting, insights, and analytics to promote measurable adoption, retention, and revenue growth
- Communicated quantitative and qualitative customer feedback at scale to the Product team, contributing to more insightful roadmap considerations
- Designed and implemented a company-wide A/B testing & experimentation plan to better understand the ROI for company initiatives

Sr Manager of Customer Analytics

CoConstruct, Charlottesville, VA

Oct 2019 – July 2020

Summary: Improved processes, practices, and decision-making across multiple teams with customer analytics and insights

- Implemented product analytics platform and used it and SQL to deliver product usage reports and insights across multiple teams
- Utilized analytics to deliver automated, targeted, in-app instruction and coaching for customers throughout their journey
- Identified never-before-seen customer segment insights to influence product-led growth, coordinate feature prioritization, and drive product innovation
- Developed and implemented a cross-departmental customer implementation and growth strategy with the CEO based on customer insights and analytics
- Implemented a standardized coaching rubric based on product usage, churn prediction, and industry best practices
- Managed strategy, launch, operations, and growth of an official customer community and webinar program

Implementation Team Lead

CoConstruct

Charlottesville, VA

Oct 2018 – Oct 2019

Summary: Led highest performing implementation team by implementing retention and growth strategies based on customer insights and analytics.

Implementation Coach

CoConstruct

Charlottesville, VA

Jan 2018 – Oct 2018

Summary: Became highest performing implementation coach by implementing retention and growth strategies based on customer insights and analytics.

Co-Founder & Winemaker

Monticello Wine Company & Glass House Winery

Earlysville, VA

May 2011 – March 2019

Summary: Built two wine businesses from the ground up then successfully negotiated the acquisition and exit from the company and brand. Developed reliable predictive methods for calculating grape harvest (tonnage/acre).

References available upon request