# MICHAEL WILLIAM FINNEGAN

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## Professional Summary:

Experienced product manager and database manager with 7+ years in Data and Ecommerce. Proven results in corporate strategy, data analytics, marketing, and project management.

## Professional Experience:

**Zenni Optical; San Francisco Area, CA**                                                                October 2020 - Present
*Product Manager; Data, Analytics and Site Optimization (October 2020- Present)*
- Established and led a companywide business intelligence team, centralizing analytics and KPIs.
- Managed cross-functional projects using JIRA and Confluence, facilitating data requests and roadmaps.
- Executed an ETL data migration from Big Query, Oracle and various public APIs to a centralized Snowflake database.
- Created and led app IOS and Android OKRs, tagging via (GTM & Amplitude), product roadmap, and testing schedule for updates.
- Improved data integrity and analysis by establishing a customer, revenue, and site data models using enhanced data layering methods with JSC and Google Tag Manager.
- Managed analysts and engineers to develop dashboards, data models, analyses and presentations for senior leadership and key stakeholders, identifying customer flows, customer retention, sales, productivity, logistics and consumer archetypes.

**Walmart E-Commerce; San Francisco Area, CA**                                                      October 2018- October 2020
*Associate Omni Channel Merchant; Omni Channel Integration (May 2020- October 2020)*
- Leading a ship from store logistics optimization project encompassing >$100M in revenue across fulfillment nodes aimed at increasing profitability, shipping speed, and reducing carbon emissions.
- Managed cross departmental ETL data transfer across multiple platforms Hadoop, Teradata, and Hive.
- Executed a department wide pick up today and drop ship project for holiday 2020, geared to increase omnichannel experience for customers online and in-store.

*Product Analyst II (June 2019 - May 2020)*
- Implemented and A/B tested customer POVs by marketing channel improving conversion (+125Bpts), revenue (+54%), time spent (+34%) and ROAS (+16%).
- Managed all department wide search ads work streams sales, client services and reporting.
- Led and launched a pilot to shift distribution channels to maximize profitability by increasing item affinities by 45% resulting in a year over year +200Bpts increase in contribution profit with a 70% increase in GMV
- Extensive experience in financial modeling, planning, and forecasting using linear models accounting for traffic, CVR, marketing, prices, and inventory.
- Analyzed customer and review data leveraging Likert Scales, purchasing patterns and customer demographics to measure brand equity.
- Summarized and reported project results using confluence and PowerPoint for interested parties and executives.

*Product Analyst I (October 2018 - June 2019)*
- Establish Mathematical and quantitative analytics to solve everyday business development issues in stores and E-commerce.
- Leveraged statistical modeling to determine pricing and inventory decisions.
- Business Analyst for a $46 Million category, across >400 vendors with supply chains reaching over 5 countries.
- Experienced in leveraging large data sets using SQL, tableau, looker, pivot tables, and advanced Excel formulas.
- Effectively summarize data visually and create reports and dashboards for decisive decision making.

**Macy's Inc.; New York, New York**                                                                            May 2017- October 2018
*Global Business Assistant Account Manager (November 2017- October 2018)*
- Forged specific GTM plans for Macy's China, Macy's Dubai, Lucky Brand, Hudson's Bay, and Macy's Backstage.
- Created and sourced new brands for Macy's Backstage strategy and integrated the brands within over 25 stores.

*Assistant Merchandise Planner (May 2017-November 2017)*
- Oversaw a nationwide implementation of in-store product display methods across over 200 Macy's stores.
- Engaged cross functionally with product development, stores, online, marketing, finance, and vendor relations.

## Education:

**University of Arizona**                                                                                         August 2013 - May 2017
B.A. Economics, Philosophy, Politics, & Law
    *Emphasis in Economic Development and International Trade*

## Skills:

SQL ♦ Python ♦ Adobe Analytics ♦ Road Map Development ♦ SFMC ♦ Google Analytics ♦ Big Query ♦ Amplitude ♦ MixPanel ♦ KPI & OKR Management and Development ♦ Data Studio♦ Looker ♦ Google Ads Manager API ♦ Data Bricks ♦ Microsoft Excel ♦ PowerPoint ♦ Tableau ♦ A/B Testing ♦ Pivot Tables ♦ APIs ♦ Database Management ♦ETL♦ Optimizely ♦ Product Requirement Docs ♦ BI Tools ♦ Splunk ♦ Segment ♦ CDPs ♦ CRMs ♦ Forecasting ♦ Demand Planning ♦ Pricing ♦ Modeling ♦ Strategy ♦ Business Analytics ♦ JIRA ♦ Confluence & Wiki ♦ Vendor Management ♦ Advanced Statistics ♦ Google Sheets ♦ Google Slides