

Mike Pizzica

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CAREER SUMMARY

Product Strategist at a SaaS digital marketing organization. 5+ years of analytical experience and growth in a professional environment and 10+ years of customer service experience.

PROFESSIONAL EXPERIENCE

SIDECAR, Philadelphia, PA

Product Strategist

Oct 2021 - Present

- Serve as strategic consultant for various product initiatives.

Associate Director, Enterprise Analytics

Feb 2020 – Sep 2021

- Strategically manage millions of dollars of Shopping and Search ad spend per month in Google and Bing for well-known retail brands such as JCPenney, Neiman Marcus, Urban Outfitters, and Tory Burch.
- Manage four direct reports and provide direction and feedback to help them succeed and grow.

Principal Analyst

May 2019 – Jan 2020

- Led team trainings of best practices and mentored/coached other analysts.

Senior Analyst

July 2017 – April 2019

- Performed the analytical work and day-to-day direct management for the company's largest accounts.
- Created and maintained analytical resources and processes for a new team specializing in servicing agencies that grew 10X in terms of both invoice billed and ad spend managed in three years.

Digital Marketing Analyst

Nov 2015 – June 2017

- Serviced accounts in numerous ad spaces in conjunction with the Sidecar technology.

HARTFORD FUNDS, Radnor, PA

Shareholder Services Associate

May 2015 – Nov 2015

- Provided excellent customer service for incoming calls for mutual funds and 529 college savings plans.

RANDSTAD / VANGUARD, Malvern, PA

Education Savings Associate

Oct 2014 – April 2015

- Specialized in supporting clients with existing 529 College Savings Plans.

EDUCATION

TEMPLE UNIVERSITY, Philadelphia, PA

Bachelor of Business Administration, Accounting

2010-2014

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

Penn LPS Coding Boot Camp Certificate (in-process)

2021-2022

SKILLS

- Digital Marketing (Google Ads, Google Analytics, Google Data Studio, Bing, SA360, Tableau, Omniture)
- Microsoft Office, and G Suite (Advanced in Excel, PowerPoint, and Google Sheets)
- Front-End Web Development (HTML5, CSS3, JavaScript, NodeJS, Command Line, and API Consumption)