

ROHAN NATRAJ

San Francisco, CA

Phone: 484-716-8879

Email: ron4trj@gmail.com

SUMMARY

Analytical product marketing strategist skilled in delivering data-driven & actionable insights. Adept at applying technical solutions to complex problems & evaluating new analytical tools. Effective communicator & collaborator with experience managing large-scale projects across global, cross-functional teams.

SKILLS

- **Data Analysis:** R, Python, SQL, Excel
- **Data Visualization:** Tableau, Mode, HTML/CSS, Javascript
- **ETL:** Python, SQL, Pentaho Kettle
- **Marketing:** TV ad analytics, SEM, SEO, campaign analysis, attribution, Google Ads
- **Product:** A/B testing, user research, Google Tag Manager, Google Analytics
- **Project Management:** Git, Trello, Confluence

EXPERIENCE

AtlasGo

Technical Product Marketing Consultant | San Francisco, CA | February 2019 – Present

- Develop & manage product analytics strategy to integrate data-driven perspective into product development process
- Develop website product marketing strategy via SEM, SEO & content marketing to grow brand awareness & generate corporate leads
- Implement data collection, analytics, data visualization & testing tools to build data science capabilities

Ancestry

Senior Marketing Analyst | San Francisco, CA | October 2016 – May 2018

- Lead analytics for Ancestry's Brand Media channel to optimize over \$50MM in ad spend & drive performance across TV and digital platforms
- Managed delivery of executive-level presentations on high-budget, analytically complex campaigns, requiring collaboration among BI & marketing teams as well as external partners
- Automated extraction and loading of data from sources owned by external agencies to internal databases via Python & SQL for use in attribution modeling & dashboard development
- Managed existing relationships with and selection of new, external, marketing analytics vendors

Twenty20

Product Analyst | Marina Del Rey, CA | May 2016 - August 2016

- Analyzed data using R, SQL & Excel to optimize product development priorities and A/B testing plans
- Developed executive-level analyses for consistent communication about performance & growth opportunities

Amazon (formerly Graphiq Inc. Acquisition in May 2017)

Knowledge Engineer | Santa Barbara, CA | August 2014 - February 2016

- Created dynamic online dashboards of embeddable finance & public education infographics for consumers and publications including AOL, MSN and Yahoo
- Developed ETL pipelines to load data from FTP, API, & flat-file repositories into internal SQL databases
- Collaborated across design, engineering & content marketing functions to produce data driven content for publication

EDUCATION

KU Leuven

Statistics Program – 2019

Tufts University

BSc Cognitive Science – 2014

Chinese University of Hong Kong

International Asian Studies Program - 2013