SKILLS

Data Management & Manipulation

Cost Reduction

Google Apps Script & APIs

Data Analysis

XPath

Google Data Studio

Client Retention

Spreadsheet Expert

Production & Budget Forecasting

North Carolina State University

Raleigh, NC

BA in Religious Studies

2012-2016

Northern High School

Durham, NC

HS Diploma

2008 – 2012

**ROI REVOLUTION**

PRODUCT FEED OPTIMIZATION SPECIALIST | MAR 2021 - PRESENT

Optimized & managed product data feeds for a variety of e-commerce clients in a customer-facing role, while providing performance analysis and marketing strategy to continually improve client success and advertising efficiency. Examples of projects & duties include:

* Delivered product-level PPC marketing recommendations to client marketing executives & teams based on A/B testing analysis of click & conversion data
* Introduced widespread team use of regular expressions for processing textual patterns in data feeds, and led team trainings on it
* Analyzed, processed, and modified client e-commerce product data to align with various merchant platform best practices, such as Google Merchant Center or Facebook Commerce Manager
* Co-led an interdepartmental team tasked with improving practices & communications between Product Feeds & Paid Social teams
* Worked with team lead to successfully reintroduce A/B testing protocols so that feed optimization testing was more statistically rigorous
* Led the first successful iteration of a pilot program where Product Feed specialists managed feeds, shopping campaigns, and the entire client relationship in general

**WELL – BEAN COFFEE COMPANY**

OPERATIONS MANAGER | 2019 - 2021

Oversaw day to day operations of coffee roastery, including managing employee schedules, organizing coffee deliveries, maintaining client relations, and working with the company president on growth & re-branding. Examples of projects & duties include:

* Worked with CEO & management team to generate and implement employee policy changes to improve client retention rates
* Re-routed entire delivery system to decrease costs, reduce liability, eliminate error, and consolidate contact with clients
* Spearheaded product re-design project by managing deadlines, conducting competitor research, providing on-brand copy writing, and various other project tasks.

PRODUCTION & INVENTORY MANAGfER | 2015 - 2019

Managed production operations at the roastery by ensuring timely delivery of requested product, maintaining employee schedules, roasting coffee, and implementing quality control measures to ensure customer satisfaction. Examples of projects & duties include:

* Maintained & ordered raw material inventory for coffee production, carefully balancing cash flow with need for sufficient inventory levels
* Maintained “as-needed” production employee scheduling to account for production spikes & lulls
* Roasted coffee to company & QC specifications, which I developed

Strategically mindeddata analyst specializing in efficient data manipulation,creative problem solving,and adapting to ever-changing problems, conditions, and client needs. Known as the go-to person for complex data feed processing tasks, and independently created an API tool & dashboard with Google Apps Script that had been needed to improve team efficiency & client reporting for years. Also reduced team operating costs by reducing 3rd party database fees through novel data pre-processing tasks. Eager to use these skills in a similar digital marketing optimization role while continuing to drive client performance.

(919) 724-3211

cwbatte2@gmail.com

6209 Winter Spring Dr, Wake Forest, NC 27587  
,

PROFILE

EDUCATION

WORK EXPERIENCE

CHAD BATTEN