

Raina Chrobak

raina.chrobak@gmail.com | (617) 275-3132

I am a problem-solver skilled in proactively finding solutions to thorny data problems.
My goal is to always be learning and improving existing processes.

Experience

Massachusetts General Hospital

2017 -

Marketing Manager, Digital Analytics

Built the department's digital analytics framework from the ground up; rolled out a suite of self-service dashboards to provide insight to the team; deployed R scripts to both automate tasks and analyze data; provided expertise on data tracking solutions.

Road Scholar

2014-2016

Digital Marketing Analyst II

Analyzed B2C digital trends; strategized and managed paid SEM, display, and social marketing campaigns; implemented and managed new tech; created visually dynamic reports; used data insights to make a positive impact on leads, enrollments, and strategy.

Network Health

2011-2013

Provider Marketing Specialist

Produced B2B communications; project managed and collaborated on content with SMEs; analyzed website and email traffic.

Pearson Education

2006-2011

Executive Assistant

Reported trends; tracked digital piracy; managed the editorial process.

SKILLS

Analysis

Automation & mining

Business intelligence

Data visualization

Email

Mentoring

Strategy

Web traffic

Excel ▪ R ▪ MicroStrategy ▪ Google Analytics

R ▪ Supermetrics ▪ Google Data Studio ▪ Excel macros ▪ Python

MicroStrategy ▪ CoreMetrics ▪ Salesforce ▪ Business Objects

Google Data Studio ▪ R ▪ MicroStrategy ▪ Excel

Responsys ▪ Marketo ▪ A/B testing

Sharing best practices ▪ Iterative development ▪ Coaching

Paid search ▪ A/B testing ▪ Campaign analysis

Google Tag Manager ▪ Google Analytics ▪ VWO ▪ Crazy Egg ▪

Retargeting ▪ Social media ▪ Link tracking

EDUCATION

BU Metropolitan College

Graduate Certificate, Data Analytics (in process)

Northeastern University

Master of Business Administration, Marketing

Washington University

Bachelor of Arts, Anthropology/French

International Experience

English teacher in France ▪ Studied abroad in France & Russia