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 new skills 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** Excel ▪ R ▪ MicroStrategy ▪ Google Analytics

**Automation & mining** R ▪ Supermetrics ▪ Google Data Studio ▪ Excel macros ▪ Python

**Business intelligence** MicroStrategy ▪ CoreMetrics ▪ Salesforce ▪ Business Objects

**Data visualization** Google Data Studio ▪ R ▪ MicroStrategy ▪ Excel

**Email** Responsys ▪ Marketo ▪ A/B testing

**Mentoring** Sharing best practices ▪ Iterative development ▪ Coaching

**Strategy** Paid search ▪ A/B testing ▪ Campaign analysis

**Web traffic** 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