

RICHARD FERGIE

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EXPERIENCE

E-Analytica

Consultant

August 2013 - Present

- E-Analytica offers consultancy in paid search marketing, web analytics and the applications of data science in both these areas.
- Clients in the charity, retail, B2B, publishing and leisure sectors

The Key - Charity 1093569

Director of Impact

September 2013 - Present

- Responsible for using data to improve The Key
- Clustering of stakeholders to help prioritise interactions
- Enriching first party data with open data to provide better insights
- Creation of web based dashboards to facilitate decision making

Reform

Consultant

September 2011 - April 2013

- Management and strategy of paid search accounts in retail, charity, finance and travel
- Worked with the SEO director on clients in retail and travel
- Used machine learning to predict customer personas based on social media activity
- Created a “data first” approach to digital strategy based on implementing web analytics in a way that matches business goals

Forward3D

Paid Search Analyst

April 2011 - September 2011

- Performing account analysis and optimisations on some of the largest PPC accounts in the UK
- Assisting colleagues with querying the data warehouse
- Building models of customer behaviour to predict the impact of changing the budgets for marketing channels on overall revenue

SEOptimise (now White.net)

Search Marketing Executive

September 2008 - April 2011

- Responsible for all aspects of paid search at SEOptimise. This involved client liaison and the management of small and medium sized accounts for both lead generation and ecommerce campaigns in a variety of verticals.
- Assisting the SEO team with onsite SEO audits and link building strategy
- Improved client reporting by making reports client-centric and creating useful visualisations

EDUCATION

Christ Church, University of Oxford

Mathematics

2004 - 2008

2:1 MMath specialising in logic, topology and analysis. My dissertation was in Measure Theory. Awarded a college scholarship based on exam performance.

- A level: Physics (A), Maths (A), Further Maths (A)

SKILLS

Web Analytics

- Improved reporting and analytics processes at SEOptimise and Reform
- Implemented many non-standard Google Analytics setups
- Developed a proof of concept for tracking “dark social” which has since been integrated into the SnowPlow web analytics platform
- Created tools for standardising Google Analytics setups across a 50 account portfolio for a large white goods retailer.

Machine Learning

- Clustering of contacts from a CRM database to identify those with useful traits for The Key
- At Forward3D used Apache HIVE to retrieve useful subsets of data from the company's data warehouse
- Built a landing page classifier using the Mahout data mining toolkit at SEOptimise
- Developed flexible reporting tools using the AdWords API
- At Reform I built a prediction model linking social media activity with marketing persona information to assist the client's social team with content targeting
- Developed further methods of analysing web activity to identify personas for a publishing client.
- Built a custom anomaly detector for identifying potential tracking errors for a US data consultancy.

Programming

- Haskell: Built a custom data platform for The Key (web based)
- Python: Mainly used to access the AdWords API
- R: Used to build predictive models and create visuals using ggplot. I deliver the “Basic R” training at MeasureCamp.
- SQL: Retrieving data from both HIVE and PostgreSQL
- JavaScript: Particularly around what is needed for web analytics and tracking. Also able to produce visualisations and maps (d3.js and Google Maps API)

PPC Management

- Experienced at optimising accounts to improve business metrics in competitive verticals (retail, charity, ecommerce, comparison sites). Notable results include a 150% YoY increase in bookings in for a travel site, and maintaining revenue whilst reducing spend by 50% for an ecommerce store.

Search Engine Optimisation

- Worked on onsite SEO for clients in retail, travel and finance. This includes correct implementation of canonical tags, pagination and sitemaps
- Identified content opportunities for retailers based on query analysis in current web analytics data

Public Speaking

- Invited to speak on paid search SMX Advanced in London
- Presented on paid search at HeroConf
- Many client training presentations and internal knowledge shares