***Kirsten Johnson***

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Solutions-oriented team leader and statistical analyst with strong experience in traditional and interactive media. Influential leadership and supervisory abilities; able to coordinate and oversee cross-functional teams and maintain lasting relationships with key clients and executives.

**Catch.com August 2011 – Present**  
**Digital Marketing Specialist**   
Managed operations of Internet based acquisition programs for mobile productivity app Catch including CPC advertising on Google Adwords and Facebook, SEO of Catch.com (currently ranks #1 for Google search on “Catch”), Shareasale affiliate program.

Created and optimized content in Wordpress for website, blog and landing pages as well as in app stores (iTunes, Google Play, Amazon, etc) including app screenshots.

Managed online community and engagement through creating and implementing social media campaigns on Facebook and Twitter, launching Google Plus page, Vimeo channel and YouTube channel and regularly responding to comments on all social media channels. Proactively found and joined relevant online conversations. Wrote video scripts, storyboards, filmed, edited, voice over, optimized and posted all videos.

Analyzed data using Google Analytics, A/B testing of landing pages and website, LTV modeling and retention cohort analysis.

**Data Analysis Consultant February 2010 – July 2011**

• Podio (online work platform):

Prepared executive dashboard and reporting using SQL, R and Excel. Set up tracking and reporting on blog, web app store and site metrics using Google Analytics. Automated Zendesk support ticket reporting.

• eBay (adCommerce team):

Fraud detection, investigation and prevention. Mined click data to identify and deactivate suspicious advertiser accounts, decreasing cost per fraudulent account by 88%. Discovered patterns of suspicious behavior and implemented new processes to prevent them. Provided in depth analytical support for escalated account issues.

• AdLux (Australian PPC ad network):

Helped define and develop business strategies, company structure and business plan. Created and designed an online user friendly reporting tool for internal use. Opened the U.S. office.

• adMarketplace (PPC ad network):

Analyzed and optimized traffic for increased revenue, quality and international expansion.

**LookSmart September 2006 – September 2009**  
**Director of Network Management**  
Hired, trained and led a team of five in the management and administration of a search-advertising network with over 100 distribution partners generating 2 billion queries per day.  Developed new business processes and policies to increase revenue, improve ad network traffic quality, right-price traffic, maximize yield, match traffic supply to advertiser demand inventory, and mitigate click fraud. Created annual team plan, defined and reported KPIs. Mined data using SQL, Brio and R. Compiled and presented graphical data analysis reports to individual publishers. Assessed risk impacts and profitability of new products and offerings.  Specific accomplishments include:

* Diversified traffic mix by acquiring new publishers, increasing 2008 traffic supply 400% (an additional $3.1 million in revenue) over 2007
* Expanded ad network internationally resulting in $2.7 million (7% of total revenue) in additional revenue in 2008
* Reduced unbillable clicks 75% (from 20% of total click volume to 5%)
* Increased revenue from third party licensees of the LookSmart Platform through traffic management training

**The Sharper Image 1996 - 2002**  
**Assistant Advertising Manager**  
Oversaw all product placement in television, movies and print media, responded to all media inquires, coordinated PR tours, mailed out products for PR promotions.

* Hired, trained and managed a team of analysts and coordinators.
* Managed national placement of advertising in newspapers, magazines, radio and outdoor media.
* Helped develop effective print ads to increase response rate and ROI by adjusting creative and analyzing sales data.

**Masters of Science in Statistics UCLA 2006**  
Thesis topic: Matching Estimators.  Graduate Research Assistant, Teaching Assistant (Introductory Statistics for Life Science Majors), Reader (Intro to Statistics and Applied Statistics)  
  
**Bachelors of Art in Psychology, Minor in Mathematics SFSU 2004**  
Golden Key International Honor Society, Teaching Assistant (Psychological Research and Statistics with SPSS), Reader (Linear Algebra), Research Assistant (Topic: Stereotype Threat)