

DANIEL ROMOTSKY

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PRODUCT MANAGER, BUSINESS INTELLIGENCE

Data-driven leader with 13+ years' progressive experience in end to end analytics development & data operations. Expert understanding of advertising principles, platforms, & pain-points; Excels at finding creative solutions to complex business problems. Orchestrates creation of tools, data pipelines, & high-impact dashboards / reports.

SIGNATURE STRENGTHS:

Analytics / Business Intelligence ♦ Automation ♦ Product Management ♦ Tableau ♦ Google & Adobe Analytics
♦ Problem Solving ♦ User-Focused ♦ Data Operations ♦ Data Visualization ♦ Technical Program Management
♦ Building Tools ♦ Experimental Design ♦ APIs ♦ R ♦ Digital Marketing Strategy ♦ Forecasting

WORK EXPERIENCE:

Freelance Business Intelligence Analyst, Product Manager, Marketer, Los Angeles, CA; Aug 2019 - present

Working with various SMBs on answering business questions, consulting on best practices, data/product integration, automation, SEO/SEM/Social/Web strategy, execution, and optimization.

- Integrated customer sales data with marketing touchpoints in BigQuery for early stage start-up.
- Accomplished an average 20% lift in organic web growth through content optimization.

Adobe Inc, San Francisco, CA

Senior Manager, Search Analytics & Innovation; May 2018 – Aug 2019

Manager, Search Analytics & Innovation; March 2015 – May 2018

Evaluated marketing effectiveness for all global business units (~\$150M annual spend, ~750M visits). Translated business questions into interactive products, actionable insights via tracking-enhancements, data extraction, reporting, & development. Built analytical frameworks, roadmaps, integrations, KPIs.

- Strategic insights & partnerships helped contribute to a yearly 33% lift in subscriptions across the Creative & Document Cloud business units. Experience Cloud business grew SALs 27%.
- Product managed development of search engine account budget / PO application and self-service big data request tool. Wrote user stories & drove front-end & back-end iterations.
- Freed up 10 hours per week, per analyst used for manual dashboard creation by driving data architecture & data engineering plans, resulting in full automation within Hadoop and Tableau server.
- Reduced time to address product tracking and data errors from up to 2 months to 24 hours by building anomaly detection rules via scripting in R and Python. Used Jira to manage engineering project workflow.
- Saved \$1.1M annually by partnering with cross-functional teams on A/B tests to replace external search products with in-house machine learning engine.
- Led user adoption & training of reporting, data lakes, & product usage. Outputs were used by analytics, marketing, product, & sales teams for new data driven operating model.
- Collaborated on advanced analytics and data science practices such as non-linear budget optimization product, media-mix modeling, causal channel attribution models, & categorical machine learning.
- Leveraged expertise in DSP, DMP, analytics platforms to create center of excellence documentation, use-cases, drive integrations & technical brainstorms with external partners.

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Adobe Inc, San Francisco, CA

Senior Marketing Manager, Creative Cloud; Feb 2013 – March 2015

Marketing Strategist, Creative Suite; Dec 2010 – Feb 2013

Owned all global search strategy, execution, optimization, results for worldwide Creative Cloud/Suite business, spanning 32 countries, 20 languages, 200+ landing pages, 2,500+ campaigns, 30M keywords. Led budgeting, projections, recommendations, & cross-functional media alignment.

- Achieved 68% YoY growth with 23% reduction in investment.
- Drove Adobe Marketing Cloud product enhancement, use cases, & sales value proposition.
- Planned, executed 4 major product launches, including the successful transition from box-product software to subscription offering.
- Played major role in hiring internal search team, growing from 5 members to 30 worldwide. Key player in training, cultivating new hires.
- Guaranteed successful implementation of Adobe Media Optimizer DSP, including portfolios, objectives, bid rules, simulations.
- Led 8 worldwide product tests annually: concepts, scheduling, analysis, communicating results, next steps.
- Conducted incremental coverage testing: measured impact of investment on organic traffic; quantified importance of marketing budget due to lost traffic and conversion.
- Led campaign redesign/restructure, doubling quarterly ROI.
- “Above & Beyond” award, Adobe demand marketing; 2x “Most Valuable Contributor” award.

Geary Interactive; San Francisco, CA

Media Planner

Developed digital media strategies and planning services for B2B & B2C clients as well as prospective clients. Created hyper-targeted strategy for 400+ campaigns cutting unqualified leads 61%, lowering cost-per-acquisition 30%+; leveraged 40% reduced budget to increase average revenue-per-sale.

EDUCATION

Professional Certificate, Data Science, Harvard | EdX; Feb 2019 – Dec 2019

Emphasis: Inference, Regression Modeling, and Machine Learning.

Professional Certificate, Data Analysis, University of California Berkeley Extension; Oct 2016 – Apr 2017

Emphasis: Data Science, SQL, R, Database Management.

BS, Financial Mathematics & Statistics, University of California Santa Barbara

Lowes Scholarship in Financial Mathematics and Statistics; Phi Beta Kappa; 1-year study abroad at the Universidad de Complutense, Madrid, Spain.

TECHNOLOGY

Business Intelligence tools, methods, storytelling: MS Excel, RStudio, Tableau, Google Data Studio, Power BI, Adobe Analytics/Omniture, Google Analytics, clickstream data, forecasting, test conception, measurement, optimization.

Database language & management: Hadoop, Oracle, R, SQL, HIVE, Apache Oozie, BigQuery.

Marketing Platforms: Google Ads, Facebook Ad Manager, Media Optimizer (DSP), Audience Manager (DMP), BrightEdge, Moz, Yoast, Google Search Console, Salesforce (B2B), Branch (mobile). **Certificates:** Adobe Certified Expert – Adobe Analytics Business Practitioner, Google AdWords, BrightEdge, DMA

Web Design/Development: Photoshop, Premiere Pro, HTML, CSS.