

DANIEL ROMOTSKY

www.linkedin.com/in/daniel-romotsky | www.romotsky.me

MARKETING ANALYTICS & PROGRAM MANAGER

Data-driven leader with 13+ years' progressive experience in delivering mission-critical insights via end-to-end analytics. Regularly ensure operational excellence, process automation, alignment of goals & execution, & empower teams to foster strategic partnerships. Excels at finding creative solutions to complex business problems.

HIGHLIGHTS:

- **Large-Scale Marketing Operations:** Responsible for global search marketing analytics and measurement across all business units. Orchestrates creation of tools, high-impact dashboards, data pipelines & automation.
- **Bottom Line Impact:** Drive efficiency via testing measurement and optimization; saved \$1.1M+ annually by replacing external search products with in-house search engine; led testing to maximize search volume; demonstrate consistent ROI growth via algorithmic attribution onboarding, insights, recommendations, & campaign management.
- **Natural Technical Leader:** Built a team and charter to reduce attrition and grow analytics capabilities, partnering on strategy, attribution, machine learning, nonlinear optimization; create tools / processes driving operational efficiency & empowering organization to be data-focused; cultivated 5 analysts into team thought-leaders.

SIGNATURE STRENGTHS:

Analytics ♦ Program Management ♦ Tableau ♦ HIVE / Oozie ♦ Growing Teams ♦ Interactive Dashboards ♦ Marketing Strategy ♦ Storytelling / Data Visualization ♦ Automation ♦ Operational Efficiency ♦ Building Tools / Systems ♦ Experimental Design ♦ APIs ♦ R ♦ Testing ♦ Optimization ♦ Forecasting ♦ Databases

FREELANCE ANALYST, MARKETER, PRODUCT MANAGER

Los Angeles, CA; Aug. 2019 – present

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

ADOBE

San Francisco, CA; Dec. 2010 – Aug. 2019

Senior Manager, Search Analytics & Innovation; May 2018 – present

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

Evaluate marketing effectiveness companywide. Lead 4 analysts responsible managing all search data (storage, ETL, analysis, storytelling), creation of tools, pipelines, automation to optimize operational processes. Translate business questions into compelling stories, actionable insights via tracking-enhancements, measurement, data extraction, analysis.

- Freed up 10 hours per week, per analyst used for manual dashboard creation by migrating critical data outputs from Excel to full automation within Hadoop and Tableau server.
- Coordinate 13+ interconnected jobs running daily by driving data architecture and scheduling via Apache Oozie for Hadoop platform. Managed 5B+ records, 3k+ partitions.
- Reduced time to address tracking and data errors from up to 2 months to just 24 hours by building anomaly detection rules within Adobe Analytics, and custom rules via scripting.
- Save \$1.1M annually by partnering with cross-functional teams on A/B tests to replace external search products with in-house search engine.
- Train and mentor direct-reports in analytics and marketing strategy. Evangelize analytics organization-wide through training, documentation.
- Reduced user errors, time spent by leading development of 2 major tools: (a) search engine account budget / PO tool; (b) self-service data request tool accessing big data in Hadoop. Craft, orchestrate multiple R scripts for data wrangling, analysis, visualization.
- Managed non-linear budget optimization model in R recommending allocations to increase revenue 5% on average.
- Validated SEM budget for specific keywords & campaigns by leading ML project categorizing organic queries.
- Craft multiple R scripts for data wrangling, QA, analysis, & visualization.
- Project-manage data flow automation and accessibility: ETL, databases, mapping, alerts, QA.
- Build analytical frameworks, roadmaps, integrations, KPIs used organization-wide.
- Forge deeper understanding of customer journeys by synthesizing disparate data sources.

Continued on page 2

DANIEL ROMOTSKY - PG. 2

(Adobe – cont'd.)

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

Owned all global paid search strategy, execution, optimization, results for worldwide Creative Cloud business spanning 32 countries, 20 languages, 200+ landing pages, 2,500+ campaigns, 30M keywords.

- Planned, executed 4 major product launches in partnership with Product Marketing Managers & Campaign Team.
- Achieved 68% YoY growth with 23% reduction in investment.
- Created work-back schedules, recommendations, global localization, QA.
- Partnered with Adobe Marketing Cloud product managers on use cases, product enhancements, bugs.
- Guaranteed successful implementation of Adobe Media Optimizer, including portfolios, objectives, bid rules, simulations.
- Led worldwide testing: concepts, scheduling, analysis, communicating results, next steps.
- Managed budgeting, projections, recommendations, cross-functional media alignment.
- Conducted search engine results page testing: measured impact of investment on organic traffic; quantified importance of marketing budget due to lost traffic and conversion.
- “Above & Beyond” award, Adobe demand marketing; 2x “Most Valuable Contributor” award, Adobe Search.

Paid Search Marketing Strategist; Dec. 2010 – Feb. 2013

Oversaw all paid search strategy for Creative Suite, direct campaign management in the Americas. Led migration of all paid search campaigns from agency to in-house including strategy, onboarding, marketing operations. Played critical role in key product launches for Creative Suite, overseeing worldwide ad copy, keywords, landing page, naming conventions, localization, testing recommendations, executions.

- Grew revenue 48% YoY on 13% investment increase. Doubled ROI from Q2 to Q3 after restructure.
- Played major role in hiring internal search team, growing from 5 members to 30 worldwide. Key player in training, cultivating new-hires.

OTHER EXPERIENCE

Media Planner, Geary Interactive; San Francisco, CA

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.

- Analyzed campaigns by geo-targeted coordinates, day-parting, audience message, customized landing pages & conversion types.

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.

Study Abroad: Spanish & Economics courses, Complutense University of Madrid; Spain

TECHNOLOGY

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

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

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

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