

Asher Swing

eCommerce | Marketing Automation | Multi Touch Attribution | Marketing Mix Modeling

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- * Certified:- Certified Scrum Master with 10+ years providing full lifecycle Agile web, mobile, online marketing solutions with creative and technical expertise.
- * Technical:- Bachelor in Computer Science with 8 years Java developer experience to expertly develop scalable efficient digital solutions to improve revenue and profitability.
- * Creative:- 6 years creative ad agency experience with top brands like Verizon, Pepsi, Bank of America, MTV, and US Army to lead and mentor cross-functional teams of media, technology and design.
- * Media:- 7 years technical media planning experience capable of modeling scalable insightful global media campaigns while optimizing for monetization metrics like reach, cost to acquire, lifetime value, attrition, churn.
- * Statistics:- Analytical experience on R in building statistical models of media data of Google, Verizon, Pepsi, and Mars Foods with techniques such as Time Series, Regression and Clustering.

HIGHLIGHTS

- * eCommerce:- Built analytics Big Data dashboard platform for \$2b+ revenue website www.VerizonWireless.com
- * Big Data:- Deployed statistical algorithms on R including machine learning for Verizon and Google.
- * SEO:- Placed websites www.FXCM.com, www.Paltalk.com, www.TinyChat.com for competitive keywords like “forex” and “video chat” on page 1 for Google organic search listings.
- * Customer Acquisition:- Marketed online Forex news website www.DailyFX.com to be largest source for retail Forex broker www.FXCM.com, doubling account volume to 550+ new live trading clients per month.
- * Video:- Built online Forex daily video YouTube channel. Built filming and editing studio. Hired actors, filmmakers, editors, and script writers. Optimized videos for SEO.
- * Online Marketing:- Oversaw a network of websites for digital agency Atrinsic averaging 20+ million unique visitors per month and \$70+ million in annual revenue. One of those websites was GroupLotto, in late 2001 ranked by Alexa among the Top-50 most visited sites on the Internet in unique visitors per month.
- * Mobile:- Managed mobile app user base of 7 million MAU (Monthly Active Users) generating \$2m/month in subscription revenue and \$300k/month in display ad revenue.
- * Scrum Master:- Managed cross functional 50+ team inclusive of developers, designers and planners, leading initiatives from strategy and media planning, to modeling and technology.
- * Technical:- Software development experience on platforms like R, ATG, Oracle, Java, C, and SQL.

Work Experience

Growth Hacker

OneWerx - New York, NY

April 2018 to Present

Develop scalable creative technical digital solutions for startup, nonprofit, ~\$3b enterprise clients.

- * E-Commerce: - Optimize product feeds on WeChat/TMall/eBay/JD.com for retailer www.StadiumGoods.com.

- * Digital: - Build website, launch Facebook/Adwords/Instagram ad campaigns for www.SuntuitySolar.com.

- * Dashboard: - Build dashboard to track 1k+ advertising agency members participation of www.AAAA.org.

- * Taxonomy: - Created taxonomy of 10k+ products for semi conductor manufacturer website www.Marvell.com.

- * Mobile App:- Designed social crowd funding app www.DreamoWay.com.

Solution Architect

Convene - New York, NY

October 2017 to March 2018

Design and build systems to manage and track integrated smart Building Management Systems (BMS) for largest Commercial Real Estate (CRE) developers like Brookfield and Blackstone focusing on class A urban office buildings.

- * Platform: - Setup and configure custom AWS instance with Linux, Nginx, Node.js, and MongoDB.

- * Dashboard:- Develop custom dashboard to track status of installation projects.

- * Reports:- Write online reports to track status of implementations across all properties.

- * R:- Setup statistical modeling platform to analyze data and generate graphs.

- * Document Management:- Create repository to house all documents such as contracts and proposals.

- * Workflow:- Automate project creation and configuration.

Director Data Management

Party City - New York, NY

July 2017 to September 2017

Launch party planning app www.Kazzam.com to aggregate party vendors allowing users to plan parties encompassing supplier categories like Catering and Entertainment, Activities, and Decor.

- * Search:- Install and configure Apache Solr to optimize party planning feature ensuring the optimal vendors and services are suggested for party packages.

- * Hosting:- Migrate app to Heroku hosting platform for scalability and reliability.

- * User Experience:- Design website flow to maximize usage and revenue and reduce exits and shopping cart abandonment.

VP Digital Marketing

PeerStream, Inc. - New York, NY

March 2017 to July 2017

Lead digital marketing initiatives for portfolio of 7 million MAU (Monthly Active Users) on Chat and Dating apps.

- * Manage:- Supervise team of 7 internal marketing staff and media agency vendor partners.

- * Budget:- Allocate \$300k/month media spend across Search, Social, Display, Affiliate.

- * Google:- Configure, optimize, connect AdWords, AdSense, AdMob, AdX, Analytics, DFP, Firebase, Tag Manager.

- * User Acquisition:- Approve, negotiate, test direct media offers for in-house mobile apps.

- * Affiliate:- Setup 50/50 revenue share programs on CJ and HasOffers.

- * Attribution:- Develop in-house data platform to collect, hygiene, report data from internal/vendor/ media sources for tracking, analysis.

- * Social:- Grow aggregate social spend to \$100k+/month on Facebook and Pinterest.
- * Programmatic:- Test ad networks and placements to monetize waterfall and header bidding on display \$200k+/month from partners like Pubmatic, Mopub, Smaato, Casale.
- * Subscription:- Monitor user journeys to track and optimize churn in \$2m/month revenue customer lifecycle.
- * Video:- Launch video campaigns on Facebook and YouTube.
- * Organic:- Push internal websites www.Paltalk.com and www.TinyChat.com to Google Page 1 for keyword "video chat".

Global Project Manager

Google - New York, NY

July 2016 to January 2017

Brainstorm, identify, develop and refine custom integrated data driven global business opportunities and marketing plans for large \$100m+ key global clients like Pepsi Beverages, Pepsi Snacks and Mars Foods.

- * Architect:- Developed scalable global digital solutions to optimize advertising expenditure and maximize use of Google products such as Search, Video, Display, Programmatic, Email, and Mobile.
- * Insights:- Mined keyword Google data with R to identify trends and build custom insights for key brands to improve global marketing campaigns
- * Analysis:- Extracted brand specific and market analysis insights from competitor and industry trends to media auction dynamics.
- * Experiments:- Planned and conducted media experiments to determine reach, creative, conversion metrics.
- * Plan:- Developed integrated research based global online marketing mix model (MMM) plans.
- * R:- Built statistical models to analyze brand media data.

Technical Project Manager

Verizon - Township of Warren, NJ

October 2015 to June 2016

Launched new Big Data project to assemble, analyze, and publish \$2b+ www.VerizonWireless.com performance and Marketing campaign data across all media, hosting and analytics vendors.

- * Platform:- Built an Oracle data warehouse to collect data from reporting platforms as Omniture and back office customer data warehouse.
- * Media:- Included media data for TV, Search, Display, Print, Radio ad campaigns from external agencies like VMOOne, Performics, AdAsia, AV&Co.
- * R:- Conducted statistical analysis with R using techniques such as Clustering and Segmentation.
- * SharePoint:- Published 200+ graphs reporting dashboard in SharePoint.
- * Funnel:- Mapped online customer journey to assign attribution and monitor critical data touch points.
- * KPI:- Tracked customer metrics such as Visits, Orders, Upgrades, and Churn.
- * Model:- Created revenue prediction models based on machine learning in R.

Technical Project Manager

Bank of America - New York, NY

June 2015 to September 2015

Developed workflows in SharePoint to automate data collection, campaign tracking and revenue reporting for all BOA digital marketing campaigns, including for subsidiaries Merrill Lynch, US Trust, and CashPro.

- * SharePoint:- Built tracking tools (dashboards/scorecards) and templates to monitor client project charters and milestones against corrective action plans, KPIs, checkpoints, and goals.
- * Data:- Analyzed cost and performance data to reveal trends, variations, and deviations.

Web Project Manager

FXCM - New York, NY

May 2012 to May 2015

Led online Forex news website www.DailyFX.com to become the largest introducing broker for retail Forex broker www.FXCM.com, doubling the account volume to 550+ new live trading clients per month.

- * Content:- Built custom CMS to guide daily news content by 12+ currency analysts for news topics and keywords, as well as organized and tagged content for website visitors, search engines, and conversion funnel.
- * SEO:- Optimize natural organic search campaigns to 4M+ unique monthly visits, and created landing pages for popular currency pairs, including keyword research, backlink analysis, tags, sitemap, and authorship.
- * Video:- Grew video YouTube channel with daily analyst videos to 21K subscribers and 1.5M views.
- * Studio:- Built filming and editing studio. Hired actors and produce promotional videos, with motion graphics.
- * Responsive:- Converted websites to HTML5/Javascript responsive design with Twitter Bootstrap framework.
- * eLearning:- Designed online instructor led Learn Forex Trading classes with graded exams.
- * Lead Generation:- Setup sales funnel newsletters, downloadable trading guides, and trader personality survey.
- * Real-time: Integrated real-time Reuters live data feeds for 15K economic calendar trading events.
- * Social: Integrated social trading charts by TradingView for all tradable instruments.
- * Premium:- Segmented premium content to upsell from free registration to live trading account.
- * International:- Expanded into international markets, managing the translation and optimization of daily news content to Japanese, Chinese, French, and German.
- * Syndication:- Setup of RSS news content feeds, customizable widgets, and content syndication to promote content view and inbound links from partner financial news content websites.

Digital Project Manager

OneWerx - New York, NY

April 2007 to April 2012

Provided scalable, affordable, sustainable web solutions to industry leaders, leading website and campaign development with detailed focus in total life cycle from design and customer acquisition strategy to optimization, copy writing, art direction, media planning, lead generation, and managing resources.

- * SharePoint:- Implemented an intranet web documentation and workflow management solution for Forex broker www.FXCM.com back-office operation tasks. Additionally, created enterprise document content taxonomy, metadata, and process client lifecycle workflows via Salesforce API, as well as configured load balanced farm Dev/QA/Production environments.
- * B2B:- Launched online lead exchange B2B marketplace for www.PulsePoint.com subsidiary Datran Media, developing single application lead generation pages with ping/post to multiple lead buyers. Grew business by initiating key relationships with bank agencies, signing on brands, such as American Express, Discover, Capital One, Citibank, and HSBC.

* Pay Per Click:- Created local PPC Search campaigns for www.Cynosure.com to generate local inbound patient referrals for medical plastic surgeons offering laser treatment for Liposuction and Varicose veins.

* Email:- Managed email messaging campaigns for www.RICG.com Walt Disney World Resort, enabling guests to plan and schedule amusement theme park events and character meet-ups.

Mobile Project Manager

Atrinsic - New York, NY

April 2003 to April 2007

Promoted to initiate and lead strategic mobile initiatives for \$72M+ NASDAQ listed digital advertising agency. Directly managed and supported a cross functional team of 50+ developers, designers and planners, leading all initiatives from strategy and media, to technology.

* Mobile:- Launched a new mobile subsidiary mxFocus, acting as the central liaison to manage relationships from prospecting to rollout, including RFPs/RFQs.

* Ad Server:- Maintained market-driven product roadmap for in-house Ad Server platform, creating a focus on ad targeting, performance measurements, tracking, yield management, inventory management reporting and analytics while working with the business development team to position website products.

* Team Lead:- Coordinated all business objectives and engineering work schedule to effectively translate requirements for development.

* Analysis:- Conducted analysis on weekly trend reports in campaign performance to determine web behavior patterns, matching website registrations with Axciom data for ad targeting.

* Social:- Successfully set up Q121, a mobile social networking site with unique features to their cell phones, such as ability for users to send mp3 files as ringtones and graphics as wallpaper.

* Events:- Acted as the representative for mxFocus within the Mobile Marketing Association, trade shows such as CTIA, and with major carriers such as Verizon, AT&T, and Sprint.

* Integration:- Integrated subsidiaries: SendTraffic (SEO/SEM), Infiknowledge (Design/Development), and HotRocket(Affiliate Network).

* Partnerships:- Negotiated a 50/50 revenue share publisher agreement with Yahoo/Overture to provide media for paid sponsored search ads generating over \$5M.

* Business Development:- Secured a \$6M ringtone contract from mobile entertainment firm www.Dada-Ent.com, \$1M US Army lead generation order from Universal McCann, and a ringtone distribution contract from Warner Music.

* Business Development:- Secured insertion orders from TV networks such as ESPN, BET, and Viacom to promote mobile offers, including MTV News Alerts, Comedy Central Joke Of The Day, and VH-1 Dr Ian Diet Tips; Managed client development for California TV network KCAL to promote game nights for LA Lakers via sweepstakes to build cell phone data lists.

* Business Development:- Secured insertion orders to create incentivized free content ringtones/ wallpapers programs for Paramount Pictures, MGM Studios, and Universal Pictures, and to promote DVD sales for movie titles, including as Bring It On and You Me & Dupree.

* M&A:- Explored expansion options, working with Boston Capital Advisors to acquire mobile aggregators UPOC and Mobliss; Project included the creation of business cases, reviewing assets and analyzing financials.

Web Developer

Atrinsic - New York, NY

April 2001 to April 2003

Produced, maintained, and optimized websites and online campaigns on ad network of 25M+ unique visitors per month, and \$3M+ monthly mobile/credit-card recurring subscription.

- * Technical Lead:- Worked closely with sales development team to develop lead generation and entertainment verticals from concept to production.
- * Sweepstakes:- Delivered sweepstakes websites, such as PrizeAmerica and GroupLotto, ranked Top 50 most visited site on the Internet as ranked by Alexa in 2001.
- * Dating:- Created dating sites such as iMatchUp/HotMatchUp, and gaming such as GameFiesta.
- * Content:- Built custom CMS to target content based offer registrations flows, using targeting of multiple offers and data mining of user history data to determine the optimum series of offers to display for user visits.
- * Billing:- Optimized credit-card transactions for chargebacks and fraud detection.
- * API:- Developed custom code to manage Google/Yahoo PPC campaigns responsible for 10M+ visits per month for MP3 download website EZ-Tracks; Algorithms included: bid management, position optimization, ad text click analysis, and landing page conversion.
- * Migration:- Led migration of platform from Solaris/Oracle/ATG to Windows/.Net/SQLServer/ColdFusion.

Java Developer

McFadyen - New York, NY

October 1996 to April 2001

Led engagements for ATG Dynamo e-Commerce integrator www.McFadyen.com, with full life cycle system development from prospecting and sales to coding and training. Drafted project scope, costs, duration, and resource requirements in written proposals.

- * ATG:- Customized ATG Dynamo Application/Personalization/E-Commerce modules for www.CafeMom.com and www.Advanstar.com under Icon Nicholson. Wrote new Java modules, setup user workflows, optimized SQL database tables and stored procedures. Documented projects from requirements analysis and design specifications to user guides and training materials.
- * ERP:- Implemented an invoice imaging workflow system for www.Rhodia.com. Conducted requirements study. Developed an 100+ page specification as proposal response to RFP. Managed and participated in the 2-year project involving 30,000+ lines of Java code, over 2m invoice documents, dozens of database tables with 50m+ records per table, ERP integration with JD Edwards, and enterprise-wide deployment across their chemical manufacturing plants.
- * Engineering:- Developed Engineering Change Order workflow processes for www.AppliedMaterials.com and Level One (www.Intel.com subsidiary) allowing their engineers to upload, review, revise, redline and approve technical drawings and ISO quality documents.
- * Six Sigma:- Developed Action Item system for General Electric Power Systems (www.GEPower.com) to measure department response times to customers, vendors and partners.
- * Workflow:- Setup document management systems for ElfAtoChem (www.Total.com subsidiary) to distribute Materials Safety Data Sheets across its petrochemical refineries.

C Developer

Micro Focus - Columbia, MD

June 1994 to October 1996

Database developer for XDB (subsidiary) of www.MicroFocus.com, producer of IBM mainframe DB/2 database compatible software ranging from COBOL developer workbench to 4GL authoring tools powered by a DB/2 compatible database for the PC.

- * Java:- Authored JetConnect, a pre-JDBC Java database connection driver by wrapping ODBC C API functions in Java. Ported JetConnect to IBM-AIX, HP-UX, and Sun-Solaris.

* Release:- Worked closely with product managers to guide software source code and documentation from development and quality assurance to production and release.

Education

Bachelor's in Computer Science

University of Maryland - College Park, MD

1991 to 1994

Skills

Project Management (10+ years), Digital Marketing (10+ years), Java (8 years), E-Commerce (7 years)

Links

<http://www.onewerx.com/>

<https://www.linkedin.com/in/asherswing>

Certifications/Licenses

Certified Scrum Master (CSM) - #438503