

Sean M. Geckler

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EXPERIENCE

ASICS Digital

Senior Business Intelligence Analyst – Insights and Analytics

Boston, MA

April 2019-Present

Provide data-driven insights to marketing, ecommerce, and executive teams through reporting solutions, analytical deep dives, and digital experimentation to drive data-first decision making, data literacy, and data adoption across a highly global business. Results oriented self-starter, able to excel in fast-paced environment. Strong relationship building, communication, and presentation skills across global partnerships and executive leadership.

- Responsible for requirement collection, development, implementation, and maintenance of global Tableau reporting solutions to drive data-first decision making within ecommerce, loyalty marketing, and CRM.
- Produce deep-dive analysis of marketing campaigns, customer segments, consumer journeys, and product releases. Directly provide insights and recommendations to global marketing, product, and CMO/COO executives to optimize content, establish A/B testing approaches, and identify friction leading to improved conversion rates and increases in revenue.
- Appointed to global cross-functional role to design and analyze digital optimization strategies in support of high value product and marketing projects. Drive hypothesis development, measurement frameworks, statistical analysis, developed communication plans, and presented findings to technical and non-technical stakeholders.
- Partner with engineering, product, and project management teams to define analytics requirements, measurement frameworks, logging/tagging requirements, reporting requirements, and success KPIs.

J.P. Morgan Chase & Co.

Operations Analyst – Global Wealth Management Credit Analytics and Reporting

Westerville, OH

June 2017 - April 2019

- Lead Alteryx workflow automation tool global rollout for Wealth Management operations, developed multiple automated proof of concept use cases within tool, presented to executive leadership for review and approval. Delivered cross line of business training to facilitate rapid and agile adoption.
- Responsible for coordination, prioritization, and execution of data acquisition from key strategic programs into central global data warehouse using agile methodologies to gather and track business requirements, implement reporting solutions against KPI metrics, and produce executive management status reporting.
- Create custom Tableau dashboard and visualization concepts for digital analytics team utilizing digital site tagging, visitor behavior, and credit transactional dataset to report trending metrics against new feature implementation.

J.P. Morgan Chase & Co.

Summer Analyst – Investor Services Operations

Boston, MA

June 2016-August 2016

- Enhanced automation through VBA-driven Excel programs to automatically track projects, send email reminders, and create senior management reporting reducing workload by 400+ hours per year

University of Massachusetts Resource Economics Department

Undergraduate Research Team Leader

Amherst, MA

April 2016-June 2017

- Responsible for data cleansing of large offline data set leveraging OCR software to be used in regression analysis

TECHNICAL KNOWLEDGE

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| · Google Analytics Individual Qualification (2020) | · Tableau | · Python (Pandas, Matplotlib) |
| · Alteryx Core Designer (2019) | · SQL (BigQuery / Snowflake) | · JIRA / Confluence |
| | | · Salesforce Data (SFMC/SFSC) |

EDUCATION

University of Massachusetts Amherst

May 2017

Bachelor of Science in Resource Economics – Managerial Economics | Minor in Information Technology