

Brian Purcell

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The logo consists of the letters 'BP' in a white, bold, sans-serif font, centered within a solid blue square.

Objective

I am committed to furthering my career within a data driven and technology based organization. My intent is to continually grow my knowledge base of new and emerging technologies and leverage my skill set in the advancement of personal and business goals.

Summary

Recently completed Web Development Immersion boot camp at [General Assembly](#) in an effort to strengthen my web dev skill set and all around knowledge of technical aspects of modern web architecture. Currently seeking opportunities to leverage and continue developing newly acquired programming skills.

Skills

Development

HTML5 / CSS / JavaScript / AngularJS / Ruby / Ruby on Rails / Git / Terminal / Bash / Heroku / RESTful API's / JSON / MVC / Python & Flask (in study)

Data

SQL / Relational DB (Teradata, PostgreSQL) / NoSQL DB (MongoDB, Mongoid) / Web Analytics (Google Analytics, SiteCatalyst) / AWS / Tableau Public / Data Visualization (Google Viz API) / Data Management / MS Excel (Adv. formulas, VBA, Pivot Tables) / MS Access

Marketing

Customer Insights / CRM / Customer Base Management / Social Analytics / Sentiment Analysis / KPI Reporting and Measurement / SEO / Adwords / AB Analysis / PowerPoint

Experience

Sr. Consultant, Verizon Communications

Jan 2014 - Jun 2014

- Manage day-to-day project operations including resource planning, project status updates, proposal development, and project timelines as it relates to business insights from customer sentiment in social media channels.
- Develop and deliver analytics and collaborative insight for social media and text analytics intelligence within the customer business intelligence organization.
- Provide guidance and collaborative leadership to cross functional teams on day-to-day tactical implementation of strategy and theory to achieve defined business objectives.
- Develop the on-going definition and creation of requirements detailing the capabilities and functionality of all social media analytics programs and tools.
- Stay informed and identify trends of the communications and marketing analytics industry, including new technologies, methodologies and important new vendors as well as our own technologies, products, target markets, and competitors.

Strategist, Verizon Wireless

Aug 2012 - Jan 2013

- Manage CRM campaign personalization on the VZW home page targeting specific customer segments.
- Support CRM campaign efforts to utilize cookie based API web service on the VZW homepage and product pages.

- Oversee the implementation, data collection, and insight generation of web pixels(Litmus) on VZW CRM email communications.
- Monitor and respond to email deliverability KPI's through data provided by ReturnPath and Responsys.
- Identify and secure third party data sources to create connections between known and unknown customers on digital properties.
- Utilize Adobe SiteCatalyst and the enterprise data warehouse to develop deeper understanding of visitor engagement and behavior patterns as it relates to CRM campaign initiatives.

Manager - CRM Marketing, Verizon Wireless

Nov 2010 - Aug 2012

- Primary lead and point of contact regarding consumer churn, disconnects, and device upgrade reporting and forecasting for the VZW west area consumer base loyalty team.
- Develop, report, and maintain daily KPI metrics reporting related to consumer base loyalty including daily morning communication to leadership and stakeholders
- Provide insight, analysis, and reporting regarding customer loyalty metrics and events on an ongoing, forecasted basis.
- Serve as the west area point of contact on reporting development and analysis of LTV (Life Time Value) customer profitability assessment.
- Develop SQL to generate reporting and insight on numerous customer data points on a scheduled and ad-hoc basis.

Various Positions, Verizon Wireless (please ask for more details)

July 1999 - Nov 2010

Education

Web Development Immersion Boot Camp

General Assembly
September 2014

Google Analytics Individual Qualification

January 2014

Search Engine Optimization Specialized Study

University of California, Irvine - Extension
July 2013

Web Intelligence Certificate Program

University of California, Irvine - Extension
July 2013

Teradata Certified Professional V2R5

December 2005

B.A. Psychology and Social Behavior

University of California, Irvine
June 2003