

Toni Hanrahan

Marketing Analytics Executive

Data-driven MarTech and Analytics leader with 20+ years building and leading teams that apply data analytics & insights to marketing challenges for financial institutions. Expert at developing cross-functional relationships at all levels, and presenting complex technical information in a clear and concise manner to executives and non-technical leaders. Intellectually curious, highly motivated data scientist with a hands-on technical approach.



toni_hanrahan@yahoo.com



510-914-4902



San Francisco Bay Area



linkedin.com/in/tonihanrahan



github.com/toni-hanrahan



WORK EXPERIENCE

Managing Director, Data Driven Communications Charles Schwab

08/2011 - 08/2021

San Francisco, CA

Achievements/Tasks

- Managed a department of over 30 analysts responsible for four key areas: marketing automation, campaign management and analytics, data management, and marketing operations.
- Marketing Automation: Marketo platform administrator; launched four new Marketo instances extending marketing automation capabilities to 200+ marketing and business users; enabled integrations with Cvent and ON24 event management platforms in order to scale event management by 3X and increase client engagement; implemented Content AI (Predictive Content) driving more personalized marketing campaigns; developed cross-platform executive dashboard which combined engagement and campaign data across five lines of business; established standard and ad-hoc campaign reporting, ROI analysis, data visualization, insights, and funnel analysis; product owner of all campaign and analytic platforms, including IBM Unica Campaign, IBM Optimize and IBM Detect, SAS Enterprise Manager, and base SAS and server environments
- Campaign Management and Analytics: Consulted with marketing and business partners to drive the learning agenda and hypotheses (A/B tests, multi-channel, multivariate, cohort analysis, etc.); managed analytics teams responsible for campaign setup, audience segmentation, deployment, monitoring, and reporting for over 3,500 marketing, service and regulatory campaigns annually; established a new team of cash analysts to support critical cash sweep forecasting and client communications, essential to the financial management of cash assets in Charles Schwab Bank
- Data Management: Launched new Global Marketing Data Repository uniquely designed to support marketing automation platforms; product owner and data steward of all marketing data marts that combine transactional data, online engagement behavioral data, third-party data, and customer/demographic data; implemented data quality checks and business metadata in all new and existing data marts
- Marketing Operations: Platform owner and administrator of Workfront (workflow process management) and Bynder (digital asset management) platforms; established roadmap for enhancing and expanding the marketing technology stack and leveraged internal and external resources to implement new integrations driving efficiency and sophisticated functionality



TEACHING EXPERIENCE

Part-Time Instructor Syracuse University, School of Information Studies

01/2022 - Present

Syracuse, NY

Tasks/Achievements

- Part-Time Instructor in the School of Information Studies at Syracuse University teaching Data Science courses.



SKILLS

Expertise: Agile, Personalization, Data Mining, Statistical Modeling, Machine Learning

Martech Applications: Marketo, Salesforce Marketing Cloud, IBM Campaign, Workfront

Programming Languages: SAS, SQL, Python, R, HiveQL



EDUCATION

MS, Applied Data Science Syracuse University

2019 - 2020

Syracuse, NY

BA, Integrative Biology University of California

1991 - 1995

Berkeley, CA



WORK EXPERIENCE

Director, Customer Marketing Strategy Safeway

01/2007 - 08/2011

Pleasanton, CA

Achievements/Tasks

- Managed Safeway's relationships and contracts with third party in-store media providers as well as other third party income programs – over \$50 million per year. Developed, reviewed and evaluated new revenue opportunities for third party advertising programs.
- Instrumental in the development and rollout of an innovative, and first to market, cart corral advertising program. Incremental revenue over \$500,000.
- Identified serious risks posed to the company by an in-store media vendor. Negotiated full payment of past due amounts and sourced a new vendor for the service – total income and cost savings to the company of \$9.9 million.
- Developed relationships with WIC offices in 22 states to engage support for a custom signage and shelf tag program. Panel speaker at the 2010 California State WIC Annual Conference.

Director, Bank Marketing / Targeted Loyalty Marketing Safeway, CA

01/2001 - 01/2007

Pleasanton, CA

Achievements/Tasks

- Managed rollout and implementation of SELECT Bank program in over 300 Safeway stores. Responsible for program and project management, as well as banding, advertising and acquisition programs.
- Responsible for targeted direct mail, email loyalty card offers reaching over 20 million households per year. Developed targeted recommendations and execution strategies for Competitive Playbook Initiative driving over \$12 million in incremental sales.

Manager, Acquisition And Retention Marketing familywonder.com

01/2000 - 01/2001

San Francisco, CA

Achievements/Tasks

- Developed, implemented and managed all marketing communications to over 400,000 members. Managed and implemented all marketing promotions, contests, retention and loyalty programs. Budget responsibility for marketing P&L.

Manager, Database Marketing KPMG Peat Marwick

01/1998 - 01/2000

San Francisco, CA

Achievements/Tasks

- Managed database marketing team. Managed external market research. Implemented contact database for direct mailings. Oversaw continual maintenance, merge/purge, and accuracy. Worked with external mail houses.

Marketing Analyst, AVP Bank of America

01/1992 - 01/1998

Berkeley, CA

Achievements/Tasks

- Various sales, marketing, operational and supervisory positions. Developed and managed district telemarketing team and all district targeted marketing activities.



CERTIFICATES

Salesforce Marketing Cloud Email Specialist (2021)

Marketo Certified Expert (2017 - 2019)



CONFERENCES & COURSES

Speaker, Teradata Partners Conference (2013)

Teradata Partners Group

Speaker, California State WIC Annual Conference (2010)

CA State WIC