

# Ward Rushton

Wardrushton@gmail.com · <https://wardrush.github.io> · (214) 494-0733 · Dallas, TX

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## EXPERIENCE

- 2020-Present **CREDERA, AN OMNICOM AGENCY** Dallas, TX  
***Consultant, Management Consulting***  
Planned and implemented marketing technology (MarTech) and innovation solutions to accurately inform decision making, increase return on technology spend, and support high-level corporate strategy  
*MarTech*
- Developed forward-looking data enrichment strategy for leading \$6.8B+ annual revenue streaming service
    - Authored customer data collection strategy whitepaper that outlined specific initiatives to prevent a projected >50% loss in advertising revenue after cookie deprecation
    - Designed standardized data vendor analysis framework to reduce ad-hoc vendor analysis, eliminating the costly process of testing solutions that do not add value to tech stack
  - Designed architecture and led customer data platform implementation for a 150MM+ annual revenue clothing retailer to centralize all marketing decisioning and create a single customer view
  - Authored MarTech series which held the Credera website featured view position for the plurality of 2021
- Innovation*
- As content coordinator, prioritized, assigned, and scheduled content creation for Credera Innovation sub-brand
  - Authored 'Disruptive Innovation' series with partner team to help create a new service offering for clients
- 2020-2022 **PARTIKEL NANO, A NANOTECHNOLOGY STARTUP** Dallas, TX  
***Director of Research and Development***
- Proposed viable solution of existing products that allows for nearly 50% reduction of active ingredient cost per unit while meeting or exceeding customer product specifications
  - Coordinated testing and unified knowledge management across nanotechnology development research teams in both Canada and Germany in nanotechnology surface coatings research
  - Identified potential market sectors and marketing channels for product release
- 2020 **DALLAS BIKE WORKS** Dallas, TX  
***Assistant Service Dept. Manager***
- Identified workflow bottlenecks and created flexible workstations so that repairs during high-volume days could be triaged to significantly decrease customer wait time and churn for high-margin repairs
  - Maintained 100% positive online ratings across both Yelp and Google Reviews as a service tech
- 2018-2019 **VANDERBILT HIGH-THROUGHPUT SCREENING, A MEDICAL RESEARCH FACILITY** Nashville, TN  
***Automation Intern, Vanderbilt Institute of Chemical Biology***
- Saved more than \$150,000 repairing medical center equipment by researching generic alternative parts and maintenance techniques
  - Automated robotic equipment to allow for 24 hours per day utilization, tripling potential billable user hours

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## EDUCATION

- VANDERBILT UNIVERSITY** Nashville, TN  
*BE in Chemical Engineering with minors in Nanotechnology and Chemistry*
- Led multidisciplinary team twice for the annual TOM hackathon. Assessed needs, created novel solutions, prototyped, and implemented a final product to enable differently-abled children to perform daily actions
  - Treasurer for semiannual Original Cast musical theater show. Budgeted, managed, and disbursed more than \$30,000 annually for three years in concert with university administration and student organizations

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## PERSONAL

- **Technical Skills:** Python 3, Anaconda, Tealium CDP, MarTech Analytics, Salesforce CDP
- **Activities:** Bikepacking, rock climbing, guitar
- **Interests:** Classic car restoration, woodworking, Texas wildlife conservation, musical theater