

Career Summary

Data-driven marketing strategist with 6+ years of agency and client-side experience across diverse industries, including automotive, telecommunications, tech, utilities, healthcare, and sustainable products. Experience supplemented by two master's degrees: MBA & M.A. in Marketing. Recently relocated to the U.S. with a valid visa/work permit.

Skills

- Marketing strategy
- Digital insights & analytics
- Data visualization
- Tagging & attribution
- Paid search (SEM) & display
- Email & marketing automation
- Conversion Rate Optimization (CRO)
- Social media including paid & listening
- Databases (MySQL)

Experience

Found Digital, Melbourne, Australia

Full Service Digital Agency

Digital Insights Analyst

2015 – 2016

Developed segmentation, lifetime value analysis, channel mix, budgets, and forecasts for numerous client strategies (\$3M+ portfolio) using diverse data sources. Coordinated paid ad campaigns on third party ad servers. Defined metrics for custom Business Intelligence dashboards (Klipfolio). Managed CRO and Email projects.

- Led 10+ strategy projects resulting in significant new business, including a \$300k+ annual contract.
- Named agency lead for Google Analytics and Google Tag Manager, handling both technical queries (setup, testing and troubleshooting) and marketing requirements (goals, attribution and insights) for 40+ clients.
- Created and launched a revenue-generating analytics consulting service and implemented 30+ of these projects.
- Client achieved year-on-year 131% increase in conversions and 24% improvements in bounce rates after implementing recommendations from my CRO project.

Thirst Creative, Melbourne, Australia

Marketing, Design & Digital Agency

Digital Marketing Consultant

2014 – 2015

Tasked with growing the marketing arm of the agency. Produced and executed marketing strategies utilizing SEM, social, SEO, and email to achieve business goals. Analyzed data from websites, apps, channels specific analytics, and first and third-party research to drive strategies.

- Spearheaded a successful client pitch worth \$700k+ revenue that resulted in the largest new business contract win for the agency, allowing it to grow by 5 additional members.
- Named Global Insights and Analytics Manager and Paid Search Manager in Australia for the project.
- Developed, planned and implemented digital strategies for the launch of 2 brands/apps.

Because We Care, Melbourne, Australia

Sustainable Plastics Company (B2B)

Marketing & Sales Manager

2009 – 2012

Led a team of 3 in end-to-end campaign management and delivery of marketing activities across SEM, display, email, and direct mail. Managed a portfolio of clients and organized stalls at trade events in Australia & Hong Kong.

- Grew a portfolio of 30+ clients (15% of company revenue).
- Exceeded yearly sales revenue targets by 17% on average.
- Established and managed the eCommerce store and grew sales by an average 15% per year.

Education

M.A., Marketing

2014

Melbourne Business School, Australia

M.A., Business Administration (MBA)

2012 – 2013

Melbourne Business School, Australia & USC Marshall School of Business, United States

B.A., International Business

2002 – 2005

Royal Melbourne Institute of Technology (RMIT), Australia & KAIST, South Korea