



Location: Seeking NYC/NJ

Open to consulting or permanent
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Summary

Digital Strategist

- Digital Analyst with extensive international experience specializing in eCommerce data and optimization.
- Led analysis projects including Ad attribution modeling, pricing analysis, and personalization use cases.
- Extensive hands-on experience in Adobe Analytics (Omniture), Google Analytics and other analytics and optimization tools.
- Experience in developing, maintaining, and communicating marketing strategies and business strategies across all organization levels.
- Develop user experience and testing strategies to help understand customer behavior across all touch points, and perform A/B testing to optimize conversions.
- Define KPIs according to business objectives and create dashboards and visual reports that explain and illustrate data analysis, insights, recommendations, tactics, and strategies
- Convert data into stories showing trends, relationships and behavior, develop insights and recommend interactive plans and actions.
- Extensive experience in integrating interactive marketing activities into overall strategy.
- Managed the web reporting and analysis for fortune 500 companies.
- Participated in launching and developing several online businesses and e-commerce websites.

Analytics Tools

Expert knowledge and experience with the following analytics tools:

- Adobe Analytics (Omniture)

- Google Tag Manager
- Google Analytics
- Tealium
- Adobe Test & Target
- Tealeaf
- Adobe Report Builder
- Optimizely
- Adobe Dynamic Tag Manager
- Clicktale
- Adobe Audience Manager
- ObservePoint
- LiveRamp
- JIRA

Highest Academic Degree

Master of Business Administration (MBA)

Edinburgh Business School, United Kingdom, July 2004

Affiliation

Member, American Marketing Association (AMA), USA

Member, Chartered institute of Marketing (MCIM), UK

Ambassador, TwinWest Chamber of Commerce, USA

Employment History

Cognizant

Aug. 2017 - Present

Senior Consultant, Web Analytics and Personalization

- Leading major analytics implementations for Cognizant retail clients
- Leading personalization, DMP, DSPs, and testing and optimization initiatives for fortune 500 retailers.
- Develop actionable insights & recommendations and present to key stakeholders and executives
- Work with product managers, IT & UX and business to implement targeting and personalization initiatives.

Voxi Media - New York

Aug. 2015 – Oct. 2017

Director, Digital Analytics and Strategy

- Managed the analytics of several regional multilingual eCommerce portals for international brands including www.loccitane.com and www.moltonbrown.com.
- Partnered with recommendations (Adobe Target Classic) and A/B testing teams (Optimizely) to increase revenue by \$4.2 MM. Partnered with modeling team to operationalize models to online channel.
- Led personalization road map (\$5.1 MM) and brought business and IT on consensus for use cases. Aligned the initiatives with enterprise goals and objectives. Prioritized strategic initiatives.
- Led building eCommerce planning/ monthly forecasting process that helped financial modeling. Influenced product and digital teams for optimization. This greatly helped effectively managing digital media spend.
- Managed 4 Adobe DTM implementation projects
- Developed digital marketing strategies to for brands including Harley Davidson, Monster Energy drinks, Yamaha, LG and Galleries Lafayette.

- Responsible for analyzing, defining and executing website reporting to uncover trends and formulate recommendations for a more optimized user experience
- Manage reporting and analysis for PPC campaigns, social media and other marketing initiatives. Provide support for analytics implementations across platforms and site.

Deluxe Corporation - Minneapolis

Jan. 2014 – Nov. 2015

Sr. Manager, Digital Analytics

- Manage the Digital Analytics department for the Deluxe group of companies (14 web properties) with over 140MM in ecommerce sales.
- Serve as analytics 'trusted advisor' for business teams to help them identify KPIs and opportunities for improvement and growth through producing regularly published dashboards and presentations.
- Lead the implementation of Adobe SiteCatalyst on new websites, microsites, campaign pages, and mobile site. Review and generate tagging requirements sheets and SDR, and audit sites and pages to insure proper implementation.
- Migrating website to use Tag manager solutions like Google Tag Manager and Adobe Dynamic Tag Manager.
- Manage site optimization and A/B testing and support the merchandising team with analysis and recommendations through Adobe Target and Adobe Recommendations.
- Responsible for analyzing, defining and executing website reporting to uncover trends and formulate recommendations for a more optimized user experience
- Manage the KPIs reporting and analysis for email campaigns with over 24 Million subscribers.
- Manage reporting and analysis for PPC campaigns, social media and other marketing initiatives.
- Ensure that third party data providers accurately measure and report on sites and platforms
- Serve as a lead for team analysts in regards to analytics implementation and analysis

Hanley Wood Marketing - Washington D.C.

Sept. 2008 – Jan. 2014

Web Analytics Consultant

- Build analytics dashboards for companies including FedEx, Sherwin Williams, Dupont, GE and Best Buy.
- Manage Analytics and metrics for ecommerce retailers with over 200MM in sales, using Adobe SiteCatalyst (Omniture) and Google Analytics.
- Work directly with clients to define business goals and KPIs, and translate these into a measurement strategy and subsequent reporting structure that outlines how clients can achieve their goals.
- Oversaw reporting on a weekly basis to assess SEO, SEM, DM campaign performance and recommended related strategies for 5 websites in B2B, B2C and B2D space.

Pro Property Investor Ltd – London, UK

June 2007 – Sept. 2008

Marketing Manager

- Develop and implement the marketing strategy and control the marketing budget.
- Plan and manage all marketing activities including advertising, exhibitions and PR.
- Plan and manage all online marketing activities including email marketing campaigns, search marketing, Search Engine Optimisation (SEO) and Pay Per Click (PPC) and digital PR.
- General research on industry, market, new opportunities and map out potential customers.
- Define new lead generating channels and measure their effectiveness over time.
- Measure sales force performance and develop systems for qualifying leads.
- Define and add new sales channels and sub-agents and measure their performance over time.
 - Increased leads and enquiries by 60% in the first year.

Plena Capital - London, UK

June 2002 – June 2007

Marketing Manager – MENA (Jan 2002 - June 2007)

- Maintain marketing department budget and ensuring the target objectives are met within budget.
- Establish marketing strategy to achieve the annual business revenue targets.
- Ensure continuous growth of the sales revenue through regular update of the sales strategies and pointing out new opportunities in the region.
- Managing major accounts and high net worth clients.
- Conduct periodic in-house market research to gain an understanding of the market potential to ensure the company growth in the region.
- Manage the product development process to introduce new products to the market place. ▪ Manage events, exhibitions and advertising campaigns and working with agencies.