

Vice President/Head of **Digital Analytics**, leading a multidisciplinary team of data storytellers, data science, data engineering and technical analysts. Responsibilities encompass Web & App Data Analytics, Business Intelligence, digital marketing, marketing analytics and data strategy. **Digital Marketing leader** with a strong focus on ROI, ROAS, and P&L responsibility, achieved through data-driven insights and marketing automation. Adjunct Professor of Business Analytics at Hofstra University.

## Key Executive Skills

- **Data analytics leadership** to drive growth, optimizing business performance, and delivering measurable impact in dynamic and rapidly evolving digital landscapes.
- Expert in **multi-channel strategy**, media planning, and crafting robust marketing mix for acquisition campaigns. Proficient in aligning analytics with business goals and experienced in optimizing campaigns and measuring effectiveness.
- Cultivate **collaborative, accountable, and high-performance culture**, driving teams to achieve business objectives through coaching, mentoring, and fostering talent growth in a collaborative environment.
- Bridging executive leadership and data experts, excel at **simplifying complex insights**—a skill refined through roles as a data leader and educator, making **information easily understandable**.
- Mastering data analysis, management, cloud computing, and engineering to optimize costs, automate processes, and enhance efficiency across the organization, while also leveraging my expertise to instruct MBA-level courses in web development and data analytics..
- Proficient in contract negotiation and vendor management with a track record of successfully negotiating contracts and agreements, delivering favorable terms, and achieving substantial cost savings.

## Professional Experience

**AccuWeather Inc.**, New York, NY

**2018 – Present**

VP, Digital Analytics & Audience (2022 -Present) | Sr. Director, Business Intelligence, analytics & growth (2018-2022)

Head of a multifaceted digital analytics and digital marketing leadership role, overseeing global performance marketing, audience development (SEO/SEM/Push Messaging/ASO/ASA), and managing an end-to-end digital data practice that begins with measurement strategy, technical implementation, data warehousing, and data engineering, and wraps up with advanced analysis, data visualization, and storytelling.

- Established and led an Analytics Center of Excellence, driving the creation of a new digital analytics practice. To support the AccuWeather website (+300M monthly MAUs) and mobile App. (+25M monthly MAUs).
  - Implemented cutting-edge tools, innovative measurement techniques, and advanced data storage methods (cloud storage long/short/on demand), resulting in improved data quality and accelerated data retrieval and insights generation. Achieved a 15% faster time to insights and 20% reduction in data errors.
- Revamped business practices devised strategic plans, and optimized underperforming operations, achieving up to 40% task time reduction through automation (cloud computing, python, pub/sub), fueling marketing automation, and driving revenue acceleration.
- Actively managed up to \$12M in annual mobile user acquisition & performance marketing spend, delivering a net positive ROI within 2 years.
  - Maximized ROI and ROAS through a multifaceted approach, leveraging Marketing Mix Modeling (MMM), various Marketing Attribution models (Last Click, Linear, Time-Decay), and Media Mix Modeling. This strategic blend elevated user acquisition and significantly enhanced Customer Lifetime Value (CLTV, LTV).
- Recruited, onboarded, and cultivated top talent, doubling the global analytics and data science teams in just 24 months, delivering substantial business results. Managed a team of 12, comprising both onshore and offshore, and a mix of full-time employees and agency consultants, showcasing expertise in global team leadership and growth.

As the Senior Director, Business Intelligence, Analytics & Growth responsible for comprehensive reporting, insights, and data automation initiatives, enabling growth opportunities across DTC (direct to consumer) and B2B (Business to Business) brands. Lead the development of monthly, quarterly and ad-hoc reports and actionable insights via collaborative solutions with cross-functional teams, leveraging data visualization and advanced data BI (business intelligence) solutions.

- Collaborated with clients and internal stakeholders to translate complex business objectives into actionable insights, facilitating the alignment of media planning with measurement and testing efforts.
- Collaborated with Accounting and FP&A teams to provide crucial data and digital metric forecasts for annual budget creation. Successfully introduced a precise predictive traffic forecasting model with ~96% accuracy, improving budget planning and decision-making.
- Managed annual vendor costs exceeding \$3M in analytics and data-related expenditures. Achieved \$1.5M in cost reductions over 2-3 years through solo contract negotiations, reconciliations (combining tools, leveraging marketplace), and data optimization practices (BigQuery, cloud data warehouse)
- Demonstrated advanced leadership by guiding and developing an (8)-member digital analytics team, ensuring best practices, consistent methodologies, and skill enhancement to achieve strategic long-term business objectives.
- Optimized data reporting processes, leveraging automation and technology for efficient stakeholder data visualization and dashboard creation (Looker, Tableau), resulting in a 25% reduction in report generation time (api, data pipeline), thus enhancing data delivery efficiency.

**Hofstra University**, Hempstead, NY

**2016 – Present**

Adjunct Professor of Information Systems & Business Analytics (2023 – Present)

Adjunct Associate Professor of Business Analytics (2016 – 2018)

- Facilitate higher-education courses for Graduate and Undergraduate students, implementing in-person classroom management techniques to promote an engaging learning environment, thus accomplishing individual learner goals and objectives.
- Administer learning and development initiatives, utilizing public speaking abilities and implementing inquiry-based methodologies while empowering individuals towards improving academic performance and productivity.
- Employ teaching best practices, delivering comprehensive lectures on graduate-level web and digital analytics courses involving data, information systems, and analytics best practices to drive business improvements.

**Univision Communications Inc.**, New York, NY

**2015 – 2018**

Director, Digital Analytics, and Insights

Recognized as a start to success leader for managing Digital Data Analytics and Product Management Program, involving (6) mobile applications and major website, thus generating +25M monthly MAUs

- Spearheaded the transition from Adobe Analytics to Google Analytics 360 as the enterprise analytics tool, resulting in cost savings exceeding \$150K+/annually. Additionally, optimized the tag management system, boosting workflow efficiency by 20% and achieving a cost reduction of ~\$100K.
- Interacted with development and ad operations teams, devising innovative solutions to reduce errors in ad delivery, thus optimizing video view rates 10%.
- Guided end-to-end digital measurement strategy, enhancing product and marketing analytics. Achieved a 15% reduction in data discrepancies by implementing automated error reporting (api assisted automated reporting), and rigorous manual quality assurance (offshore QA).

**Cablevision (Altice)**, Bethpage, NY

**2013 – 2015**

Manager, Web Analytics

- Led Digital Analytics and Optimization Program, offering optimum branded properties to 3M clients while utilizing Adobe Dynamic Tag Manager solutions and elevating website tagging speed to market 60% with 40M+ monthly visits.
- Spearheaded web and mobile analytics tracking operations, overseeing digital analytics execution and architecture while crafting measurement plans to enhance business intelligence usage into channelized customer experiences.

**Nature's Bounty Inc. (Nestle)**, Bohemia, NY

**2012 – 2013**

Digital Marketing Analyst

- Employed digital analytics tracking and tagging best practices to monitor and record user interactions across various channels while enabling cross-channel marketing attribution and improving overall marketing performance.
- Played an integral role, analyzing website traffic, user engagement, and conversion optimization efforts to support the Direct to consumer (DTC) marketing division.
- Operated as a Product Owner for digital analytics, successfully migrating from IBM Coremetrics to advanced Adobe Analytics, thus providing enhanced data-driven recommendations to support marketing decision-making processes.

**AR Consulting**, Ronkonkoma NY

**2010 – 2012**

Digital Marketing Analyst

- Utilized data-driven methodologies to formulate interactive marketing strategies, enhance online brand presence, and generate sustainable growth while supporting diverse clients in achieving business goals and objectives.

**United State Foreign Services**, Remote

**2011**

Virtual Foreign Service Intern

- Supported United States Consulate General Chennai, India, improving email marketing communications through integrating new technologies to engage American citizens, especially younger Americans in Chennai region and consulate.

**Digital Product & Project Manager**, New York, NY

**2006- 2010**

Virtual Foreign Service Intern

- Served as a liaison between business units and IT teams to launch (3) redesigned top-tier websites and portals across the organization within (1) year while directing a team of 8+ talented members on projects companywide.

**National Marketing Services**, Syosset, NY

**2002- 2006**

Internet Marketing Consultant and Web Developer

## **Educational Background**

**MBA (Master of Business Administration), Management,**

**2015**

New York Institute of Technology, Westbury, NY

**B.S. (Bachelor of Science), Business Management,**

**2006**

New York Institute of Technology, Westbury, NY

## **Certifications**

- Introduction to Spreadsheets and Models (2023)
- HTML, CSS, and JavaScript for Web Developers (2023)
- Adobe Certified Expert, Reports and Analytics Implementation (2015)
- Adobe Certified, Processing Rules (2014)
- Managing Productivity, eCornell University (2008)

## **Technical Skills**

- **Digital Analytics:** Adobe Analytics / GA4 / Omniture, Google Analytics, Firebase Analytics, Mparticle, Mixpanel, Flurry, ComScore, Parsley, Pendo
- **Optimization / Tag Management:** Adobe Target, Maximizer, Optimizely, Adobe DTM, Tealium & Google GTM
- **Data / Data Visualization:** Looker, Tableau, Domo, Datastudio, Microsoft Excel, Bigquery, SQL, Python
- **Digital Marketing:** ASO, ASA, SEO, SEM, PPC, Ad Words, Appsflyer, Branch, MixPanel, Segment, Doubleclick (DFP)

## **Personal Interest**

- Traveling, automotive enthusiasts, DIY'er, and a food aficionado