

## **CAREER OBJECTIVE**

Earn a stimulating marketing position in a progressive marketing organization that enables me to utilize my unique talents while continuing to grow professionally (and enjoyably) in an innovative team-based environment.

## **PERSONAL SUMMARY**

Creative analytics marketer with diverse skills in both qualitative and quantitative research techniques including pre- and post-program design, profiling, segmentation, data mining, survey design and list acquisition and program evaluation. This also includes extensive project management skills.

Strong technical skills allowing for hands-on data interrogation including expertise in SAS, SPSS and SQL.

Enthusiastic team player who has diverse experience in variety of marketing settings including:

- Designing, implementing and managing a deposit acquisition program for a major financial institution utilizing direct mail.
- Designing, implementing and evaluating a CRM program utilizing direct mail for a major eye care retailer.
- Developing a retail and business client segmentation system for a major financial institution.
- Developing benchmark e-mail analytics for lead generation program for a major automotive company.
- Building customer prospecting databases utilizing data overlays for custom publications used by a major automotive company.
- Coordinating and evaluating the effectiveness of a variety of direct marketing efforts in both the retail and financial sectors.
- Conducting a major brand benchmarking study and turning the results into a new value proposition for a major financial institution.

## **EXPERIENCE**

**2009 – Present      GlobalHue Advertising      Southfield, Michigan**  
***Sr. Cultural Research Analyst***

Key analytic contact for major automotive, government, retail and telecom clients. Responsibilities include:

- Developing high value customer segmentation for telecom/wireless client (using SPSS and SQL)
- Forecast future business trends
- Determining and measuring key program metrics for new customer acquisition program

- Assisting in development of multi-cultural customer segmentation using proprietary research study

**2006 – 2008 Citizens Bank** **Flint, Michigan**  
**FVP, Sr. Research Analyst, Corporate Communications and Marketing**

Involved in the data collection, retrieval, manipulation and analysis of client and competitive data for the retail bank (including small business).

Central focal point for data analysis for retail and business markets with responsibilities including:

- Developing and supplying key insights for a retail and business client segmentation system
- Evaluating competitive environment using various tools including SQL
- Designing key metrics for program evaluation including media performance
- Presenting key findings to Senior Management (including Line Management)

Responsible for the design, execution (including creative development) and evaluation of ALL consumer and business direct marketing activities.

Coordinated and directed brand awareness studies to develop new value proposition for the bank.

Key contact for acquisition of relevant research data and analytic tools including research budget.

**2004 – 2006** **BBDO Detroit** **Troy, Michigan**  
**CRM Specialist and Statistician, CRM Database Marketing**

Primarily involved in translating business rules into technical requirements, campaign design, construction, execution, analysis and ongoing support of complex direct marketing campaigns based on client defined communication plans.

Designed, wrote and executed application programs used to execute timed lease renewal program for client using SQL.

Member of enterprise-wide group responsible for evaluating and selecting new campaign management tool.

Participates in a wide range of marketing campaign execution support activities including:

- Use marketing skills to design and create new campaigns in a format to allow for ease of tracking and reporting
- Perform list management
- Interface regularly with project management teams including account, direct, IT and the database marketing development team
- Perform program performance analysis and presentations

**1996 – 2004 Campbell-Ewald Advertising    Warren, Michigan**  
***Vice President, Associate Director, Data Analytics***

Responsible for data mining activities including profiling, segmentation, modeling and program response analysis for major clients using SQL and SAS as well as Affinium Model.

Designed and executed pre- and post-program analysis of direct marketing efforts utilizing various ROI techniques.

Hands on data construction and interrogation using various software solutions including SAS, SPSS, SQL, Crystal Reports and Unica Affinium Model.

Responsible for list recommendation, evaluation and procurement.

Created and presented in-depth client reporting and analysis including future program recommendations.

Played active role in developing and presenting analytic capabilities in new business efforts.

**1995 – 1996                      First Chicago NBD Bank                      Troy, Michigan**  
***Second Vice President, Manager, Direct Response Marketing***

Managed Retail direct marketing activities for NBD Bank. Responsibilities included annual marketing planning, budgeting and implementation of product-specific direct marketing efforts.

Assisted in designing and implementing the annual marketing planning process for all product areas in the Bank. Including relevant data assimilation, design and preparation of planning documents, conducting planning meetings and budgeting.

Active involvement in the development of a coordinated marketing information system and retail household profitability measurement system for the newly combined First Chicago NBD Corporation.

**1987 – 1994                                      NBD Bank                                      Troy, Michigan**  
***Manager, Southeast Michigan Regional Marketing***

Directed and managed the strategic planning, marketing and community affairs activities for all 168 Southeast Michigan retail banking units including product management, sales promotion, marketing communications, marketing research and community relations.

Managed marketing management information system implementation and distribution throughout Southeast Michigan divisions including training.

Integration, coordination and management of NBD's Quality plan as Chief Quality Officer for Southeast Michigan. Managed and directed quality programs while monitoring and reporting progress against standards.

Certified as quality and team leader training facilitator responsible for conducting quality training classes throughout the Bank on a regular basis.

**1985 – 1987**                      **NBD Bank**                      **Troy, Michigan**  
***Manager, Marketing Information Systems***

Designed and developed Marketing Information System for used by Marketing staff and other support units.

Responsible for data verification, evaluation and analysis in order to probe the NBD customer base for marketing activities.

**1985**                      **University of Michigan**      **Ann Arbor, Michigan**  
***Systems Analyst, Graduate School of Business***

Responsible for designing, programming and maintaining computer accounting system for all student accounts in the Graduate School of Business.

**1982 - 1984**                      **Market Opinion Research**                      **Detroit, Michigan**  
***Analyst, Media Division***

Duties consisted of all areas of research project management including project design specifications, project timing, analysis, and creating and presenting research findings.

Utilized various qualitative and quantitative research techniques and methodologies including SAS to assist in research studies.

## **EDUCATION**

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1984                      Wayne State University                      Detroit, Michigan  
Bachelor of Science, Business Administration

## **SKILLS**

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Technical expertise including SAS, SPSS, SQL, Unica Affinium Model, MapInfo, Business Objects, Claritas ConsumerPoint and Crystal Reports

Data interrogation, evaluation and acquisition

Customer Segmentation

Program test design including mail and control panel development

Strategic planning, program execution and analysis

List recommendation and procurement

Database development and design

Survey design, development, implementation and evaluation