
Summary Passionate online marketing analytics professional and strategic thinker with a strong understanding of web metrics, online technology and online customer acquisition strategies, gained by working in fast-paced, data driven environments at entrepreneurial and innovative, web based direct to consumer organizations since 2002. Demonstrated expertise in a wide range of areas including web analytics and database marketing, ROI/ROAS driven online customer acquisition and lead generation strategies based on CPM and CPA/CPC pricing models, website and landing page optimization, A/B and multivariate testing, predictive modeling, multivariate statistical analysis, data mining and customer segmentation, SEM (Paid Search) geo targeting and bid management strategies, affiliate and partner pricing strategies, online ad display yield and inventory optimization, revenue and lead forecasting, market research and project management.

Education

2004-2006 **F.W. OLIN GRADUATE SCHOOL OF BUSINESS AT BABSON COLLEGE WELLESLEY, MA**
Master of Business Administration degree, May 2006; concentration in strategic Marketing and Analysis

1994-1996 **UNIVERSITY OF MISSOURI KANSAS CITY, MO**
Master of Science degree in Computer Science, August 1996

1987-1991 **ASSAM ENGINEERING COLLEGE GUWAHATI, INDIA**
Bachelor of Engineering degree in Mechanical Engineering, May 1991; secured First Class with Honors

Experience

2007-Current **SimpleTuition, Inc.** (online provider of student loan comparison platform) **NEWTON, MA**

Manager of Web Analytics (*report directly to the Senior VP of Marketing*)

- Played a key role in helping SimpleTuition develop a state-of-the-art web analytics infrastructure and in developing analytics best practices and processes.
- Defined and prioritized Web Trends reporting requirements, managed third-party vendor and worked with the product team for creating web analytics reports and placing tags on the SimpleTuition web site.
- Developed annual multi-channel revenue and lead targets for the CEO to present to the board of investors and tracked monthly revenue and lead targets by channel for SimpleTuition.
- Defined success metrics and optimized lender display ads, landing pages and marketing campaigns via ROI/ROAS and lead conversion analyses, A/B and multivariate tests.
- Developed SEM bid management strategies based on paid traffic to unpaid traffic latency analyses that allowed SimpleTuition to maximize the revenue opportunity in the SEM channel and made a significant contribution towards exceeding the 2008 revenue goals.
- Developed consumer credit proxies, affiliate and partner pricing strategies and targeting criteria for the schools channel and email marketing based on decision tree (CART/CHAID) based predictive modeling.
- Reduced acquisition costs by identifying low quality partners through terminal conversion analyses that allowed SimpleTuition to concentrate on higher quality partners.
- Created targeting criteria for various mixed media campaigns (SEM and radio) based on demographic and geographic segmentation analyses.

2006-2007 **Upromise, Inc.** (online loyalty marketing subsidiary of Sallie Mae) **NEWTON, MA**

Senior Analyst/Team Lead, Member Acquisition (*reported directly to the VP of Analytics*) (Jan 2007 – June 2007)

- Led a team of 3 analysts for meeting client analytics deliverables on a timely and efficient manner.
- Defined, prioritized and planned analytics requirements for various online and offline acquisition channels and managed multiple projects that required coordination with various organizations.
- Advised the member acquisition team in defining metrics and designing tests, and performed in-depth analyses for driving acquisition efforts through various online (affiliate & search) and offline channels.

Marketing Analyst, Partner Analytics (Jun 2006 – Jan 2007)

- Conducted segmentation, acquisition, retention, incrementality and email/direct mail marketing campaign effectiveness analyses on transactional, demographic and web click stream data in a very large SAS/Oracle data warehouse environment for retail, financial, online, dining and real estate partners.
- Created PowerPoint presentations and presented analyses results to both internal and external partners.

2005-2006	<p><i>Daratech, Inc.</i> (GIS industry market research firm) CAMBRIDGE, MA</p> <p>GIS/Geospatial/PLM Industry Market Research Analyst Intern (<i>reported directly to the Senior VP of Market Analysis</i>)</p> <ul style="list-style-type: none"> • Conducted extensive market research to define, identify and analyze key market trends and issues in the emerging Geospatial market, which provided Daratech the capability to expand their revenue base by creating a new market research publication for this market. • Gathered and analyzed white papers, competitive intelligence and product line positioning data. • Developed Excel-based revenue estimates by analyzing survey responses and financial reports. • Assisted in evaluating companies in PLM and GIS industries by listening to quarterly financial earnings calls, analyzing financial reports, and participating in conference calls with company executives.
2005-2005	<p><i>Procter & Gamble</i> (<i>Futureworks</i> - new business development group) CINCINNATI, OH</p> <p>Academic Year Market Research Lead Project Consultant</p> <ul style="list-style-type: none"> • Led a team of 5 consultants for assessing consumer attitudes towards a new direct to consumer home diagnostic product by conducting extensive primary research via in-depth personal interviews. • Evaluated the market opportunity and developed a marketing plan for the new product by applying the knowledge gathered from primary and secondary research and presented the findings to P&G.
2003-2004	<p><i>Proficient Systems, Inc.</i> (online start-up acquired by LivePerson, Inc.) ATLANTA, GA</p> <p>Software Engineer (worked as a Business Analyst)</p> <ul style="list-style-type: none"> • Assisted account managers in defining and implementing business rules based on customer requirements for the knowledge base. • Developed a web based user interface framework for the click to chat product.
2002-2003	<p><i>Big Block Network</i> (online gaming start-up) CARLISLE, MA</p> <p>Team Lead</p> <ul style="list-style-type: none"> • Conducted online gaming industry and competitor gap analysis for developing the business model. • Led a team of 5 engineers in developing a prototype for the online gaming platform.
1999-2001	<p><i>Unisphere Networks, Inc.</i> (a fully owned subsidiary of Siemens) WESTFORD, MA</p> <p>Member of Technical Staff (worked as a Systems Engineer)</p> <ul style="list-style-type: none"> • Researched and analyzed product requirements for federal govt. mandated telecommunication projects. • Conducted vendor analysis and identified potential vendors for selection of third party solutions.
1996-1999	<p><i>Nokia, Inc.</i> IRVING, TX</p> <p>Software Engineer (worked as a Systems Engineer)</p> <ul style="list-style-type: none"> • Successfully led a global cross-functional team in the implementation of the wireless Enhanced 911 project, that was completed prior to the FCC mandated deadline, helping Nokia avoid paying hefty fines. • Developed product requirements specifications for wireless switching products.
Skills	<p>Web analytics, A/B and multivariate testing, website optimization, multivariate statistical analysis, data mining, predictive modeling and customer segmentation, database marketing, SEM (Paid Search) bid management and geo targeting strategies, affiliate and partner pricing strategies, online customer acquisition and lead generation, revenue and lead forecasting, market research, project management, competitive intelligence.</p>
Tools	<p>Excel, SQL, Web Trends, Google Analytics, Google AdWords, CART (Salford Systems), SAS, SPSS, SPSS Answer Tree, SPSS Clementine, SAS Enterprise Miner.</p>