

## DIRECTOR OF DATA & INSIGHTS

A forward-thinking Director of Data & Insights with 12 years of progressive success in strategy and bridging the gap between consumers and market participants with data-driven solutions across entertainment and gaming communities. A respected leader with expertise in implementing innovative programs, creating business intelligence dashboards and marketing strategies, modernizing data functions and designing data solutions to ensure internal and external client satisfaction.

### CAREER HIGHLIGHTS

- **Innovated on new audience engagement metrics for advertisers** to measure brand impact during livestreamed activations across YouTube and Twitch.
- **Mentored and coached analytics and data science teams** to high engagement and performance.
- **Leveraged leadership in data strategy planning, capacity management** and market research for video games with custom research projects and new methodologies to improve data accuracy.
- **Known as a critical change agent and problem solver who excels coordinating data management** to ensure business operations are in sync with customer requirements.

### AREAS OF EXPERTISE

- |  |                            |                                   |
|--|----------------------------|-----------------------------------|
| • Data Solutions For Audience Engagement | • Data Aggregation         | • Audience Engagement Methodology |
| • Audience Measurement                   | • Data Analysis            | • Proprietary Metric Development  |
| • Market Research Projects               | • Data Design              | • Strategic Partnerships          |
| • Project Development/Management         | • Marketing Strategy / B2B | • Consumer Insights               |

### PROFESSIONAL OVERVIEW

#### DIRECTOR OF DATA & INSIGHTS | VINDEX

2020 - 2023

Led operations for bridging the gap between consumers & market participants with data solutions across entertainment and gaming communities. Innovated on several proprietary metrics to measure real-time audience engagement. Designed, planned, and executed on the creation of business intelligence dashboards. Developed a marketing strategy with B2B funnel for endemic & non-endemic participants. Closed strategic partnership deal with leading metadata provider, managed from start to finish.

#### DIRECTOR OF RESEARCH, SUPERDATA | NIELSEN

2017 - 2020

Oversaw custom and syndicated market research agenda for video games in research department; execution of custom research projects and developing new methodologies to bolster syndicated data products.

#### BUSINESS & TECHNOLOGY EDITOR / CREATIVE STRATEGIST | AOL

2015 - 2017

Ideated and planned native concepts for technology business, auto and lifestyle verticals. Wrote and executed corresponding editorial content on The Huffington Post, Engadget, TechCrunch & Autoblog.

#### EDITOR | NEWEGG,

2014 - 2015

Reported on esports, hardware, gadgets, video games and coverage of the gaming industry for the syndicated news portal, GameCrate.

#### BUSINESS SUPPORT ADMINISTRATOR | MICROSOFT

2011 - 2012

Co-wrote and copy-edited marketing sales proposals for clients such as Samsung & L'Oreal. Covered a conference on emerging mobile advertising technologies during Adweek.

### EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Science, Journalism, Data Reporting, Honors, Journalism, Data Reporting, COLUMBIA UNIVERSITY 2014

Bachelor of Arts, Literature & Psychology, Highest Honors on merit-based scholarship, MARLBORO COLLEGE, 2011

Technical: R, Python, SQL, Tableau, Databricks, Snowflake, Gephi, Google Analytics, Computer Vision, Sentiment Analysis