

Ecommerce analytics and measurement systems leader scaling global D2C reporting, governance, search/discovery measurement, consent-first analytics, and data infrastructure across brands, regions, and platforms. Turns fragmented systems into trusted insight products to improve decisions and support profitable growth.

Key Skills: Ecommerce Analytics · Measurement Architecture · Data Product Strategy · Technical SEO Platform Governance · Consent-First Analytics · BigQuery / ELT · Executive Reporting

Wonderland Nursery Goods | \$600M+ Global Baby and Pet Gear Brands & Manufacturing
Direct-to-Consumer Analytics Manager | 2022 - Present

- Own **end-to-end measurement systems** across web, ecommerce, CRM, paid media, SEO, consent, and reporting, supporting **20+ markets** and **240+ platform accounts**
- Scaled new D2C business from **\$0 to \$7M ARR** and early profitability by building insight systems that guided **acquisition, conversion, and investment decisions**
- Built a centralized **BigQuery insight layer**, standardizing fragmented source data into reusable reporting products and reducing **time to insight by 50%**
- Defined **KPI, tagging, conversion, access, and reporting standards** used by regional teams, agencies, IT, and internal stakeholders across brands and markets
- Established **technical SEO and discovery standards** across structured data, indexation, canonicalization, crawl behavior, and search reporting, contributing to **650%+ organic growth**
- Partnered with **IT and Legal** to remediate a **60% analytics accuracy decline** and implement centralized **global consent governance** while preserving business visibility

Search Engine Marketing & Digital Data Strategist | 2020 - 2022

- Steered the company's digital transformation by establishing its purpose, shaping and accelerating the formal **creation of a D2C business unit** and aligning marketing objectives
- Advised global brand leads on **organic and paid search strategies** to boost brand visibility and conversions while supporting and maximizing value from critical B2B partnerships
- Directed SEO strategy across cross-functional teams during **global Nuna Baby website redesign** and major **platform migrations**, preserving brand integrity and optimizing performance
- Reported directly to a **C-level executive**, gaining valuable experience in strategic decision-making and aligning digital goals with top-level business objectives

Penn National Gaming | \$6.5B+ National Casino & Sportsbook Operator
Web & Search Analyst | 2017 - 2020

- Architected **analytics infrastructure** spanning **36 casinos and a national loyalty program**, unifying cross-channel data and delivering weekly insights to optimize marketing ROI
- Partnered with engineering on site launches to improve SEO, tracking, accessibility, and legal compliance across a regulated enterprise

Cast & Crew - Founder & Principal Partner | 2014 - 2016

Santander Bank - Intranet Developer and Retail Software Support | 2004 - 2011

BS, Computer Science - Kutztown University — Full-stack development & human-computer interaction