LISA GIRARD – DIGITAL MARKETING MANAGER & DATA SCIENTIST

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SUMMARY

Data-informed marketing strategist with over 15+ years of experience executing successful customer journey campaigns across diverse media channels. Expert in driving full-funnel engagement from awareness to advocacy, securing significant crowd-funded financial support, and utilizing machine learning for data analysis. Experienced in digital marketing, sales, communications, web development, social/traditional media, and descriptive and predictive analytics.

SKILLS

Full-funnel marketing, customer journey mapping, email audience segmentation, data analysis, machine learning, generative AI projects, SEO/SEM, digital marketing strategy, marketing automation, Salesforce Marketing Cloud, Google Analytics, SQL, Python, web development, cross-team and client collaboration, campaign management

EXPERIENCE

Marketing Data Analyst, The Lacek Group / Ogilvy   3/2023 - present
Accounts: Ford Motor Company (US & CAN) and Enterprise Mobility   remote
Growth Marketing, Loyalty programs, Visa acquisition

- Execute complex data extractions for email audience segmentation from multiple Big Data sources including Hadoop/Hive, Teradata, Google Cloud Platform, Salesforce Marketing Cloud, and Adobe Campaign using Python, SQL, BigQuery, and Excel.
- Revealed 6 new marketing segments with a credit card activation propensity model using unsupervised and supervised machine learning. Predicted 50% of high net promoter scores had cardholder characteristics even though only 2.5% were actual cardholders.
- Identified 4 new segments with machine learning sentiment analysis of text-based survey responses.
- Initiated generativeAI projects for visualizing daily report monitoring, bi-weekly loyalty points reporting, and photo recognition/classification from user-generated content.
- Co-Lead AI Concept Team to strategize and develop in-house generative AI tools and applications.
- Collaborate with cross-functional teams to develop data-driven initiatives and analyses to support customer lifecycle campaign strategy via behavior analyses like point earning and redemption, credit card activation and spending, and email engagement.

35000 Watts, LLC   3/2022 - present
35000 Watts: The Story of College Radio - a feature-length documentary film   remote
Associate Producer / Marketing Manager

- Successfully marketed 30-day Kickstarter campaign that exceeded the $50,000 funding goal: May, 2022.
- Secured nation-wide screenings at over 20 university and independent theaters throughout the US.
- Produce and co-host weekly podcast supporting the missions of the film and college radio.
- Develop communications strategies and lead marketing idea generation and research.
- Manage all social media channels for content generation, ads, and engagement analytics.
- Data collection and analysis regarding digital communication channels, strategies, and ad campaigns.
- Foster industry, alumni, and organizational relationship building and outreach.

Thinkful.com / Chegg   4/2022 - 2/2023
Data Science, Graduate with certificate of completion   online bootcamp

Data Analysis Project
Unmasking Ski Resort Customers | bit.ly/LG-UnmaskingSkiResortCustomers   2/2023
- Defined 4 customer segments characterized by ancillary spending, lift ticket pricing, and weather preference using unsupervised and supervised machine learning classification.
- Proposed 14 business case applications for customer segmentation in relation to targeted marketing, pricing, asset management, and customer insight.

Jeffco Public Schools   4/2019 - 2/2022
Manager of Digital and Strategic Communications   Golden, CO
- Oversaw all digital communications and marketing including website management, multimedia strategies, email, social media, ad campaigns, intranet, apps, and other digital media efforts.
- Led communications research and analytics to support audience engagement, efficient use of communications channels, ad campaign optimization, key messaging, and content generation.
- Identified and resolved digital communications challenges with strategic consultation and direction.
- Directed team members and colleagues for consistent accomplishment of targeted objectives.

Regional Transportation District (RTD)   10/2015 - 4/2019
Digital Communications Specialist   Denver, CO
- Supported and guided digital communications strategy, development, implementation, and collaboration.
- Generated 2K social media contest entries, 30K time-on-landing page conversions, and 3x the industry rate for ad interactions for all digital marketing applications related to launch of four commuter rail lines (web, email, social media, search, mobile apps, digital advertising).
- Led content migration from hard-coded enterprise-level website (3500+ pages non-CMS) to Drupal CMS efforts.

Arvada Center for the Arts and Humanities   8/2011 - 10/2015
Online Marketing Coordinator   Arvada, CO
- Created all web content and evaluated web metrics.
- Managed email marketing and display marketing campaigns and analytics.
- Achieved Google page one top 3 SEO/SERP results in 24 hours after implementing Google schema data coding for summer concert programming web pages in a highly competitive entertainment market.
- Launched mobile responsive website, augmented reality mobile app, text-to-donate campaign.

DATA ANALYSIS TECHNICAL SKILLS
Software: Python, SQL, BigQuery, Pandas, NumPy, sklearn, scipy, statsmodel, seaborn, matplotlib, NLP libraries
Tools: Jupyter Notebook, Google Colab, Google Cloud Platform, Salesforce Marketing Cloud, Adobe Campaign Classic, Teradata, Hadoop/Hive, Looker, Google Analytics/Tag Manager, Jira, GitHub, Excel, vscode
Skills: Exploratory Data Analysis (EDA), applied statistical analysis (hypothesis, distribution, classification, regression, significance testing, modeling, prediction), A/B testing, machine learning, sentiment analysis, NLP (Natural Language Processing), HTML/CSS, multiple CMS web platforms (WordPress, Drupal, Joomla, and others)

EDUCATION
University of Denver   Denver, CO
Digital Media Studies, Master of Arts

Texas Tech University   Lubbock, TX
Telecommunications, Bachelors of Arts