

Stephanie Shipp

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Skills

Adobe Analytics/Omniture, SPSS, SimilarWeb, Salesforce, NetBase, Tableau, SQL, Google AdWords, Google Analytics, Hotjar/Heatmapping, Marketing Analytics, Statistical Analysis, Digital Product Optimization, CRM Analysis and Development, Python, Machine Learning

Professional Experience

Data Analytics Manager

Bloomberg Industry Group, Arlington, VA

2021 - Present

- Manage the analytics function for the Bloomberg DC Newsroom, leading efforts to move the newsroom towards a data-driven product strategy
- Introducing machine learning strategies to aid in efficient news content analysis, allowing the news organization to stay competitive through identifying high-value readership topics
- Automating standard reports to increase productivity for both the Analytics and Editorial teams
- Increasing subscription leads through SEO rank, headline testing, and marketing optimizations
- Developing a management framework for the newsroom, which includes product KPIs

Web Analyst 3

Verisign, Reston, VA

2018 – 2021

- Developed a reporting program, created reoccurring reporting, and established reporting strategy with key stakeholders
- Presented reporting to stakeholders, including ELT members, for multiple products, campaigns, as well as competitive intelligence research
- Created a natural language model in Python to provide analysis for domain name search entries
- Created Tableau reporting for NameStudio.com, the company's biggest marketing initiative
- Introduced propensity scoring to the marketing team through the development of a random forest model, enabling the team to identify optimizations and increase the ROI of media campaigns
- Created a project plan and managed an initiative for the cleanup and renaming of the company's Adobe Analytics account

Senior Analyst, Marketing Intelligence

Wunderman (WPP), Washington, D.C.

2016 – 2018

- Trained new hires, managed intern projects, and managed the day-to-day work of an analyst on the Pfizer XELJANZ RA account
- Managed vendor relationships, including coordination with other agencies to incorporate their metrics into monthly reporting and the optimization of existing vendor reports
- Used Adobe Analytics (Omniture) and Tableau to create monthly reports which are presented to the internal and client teams
- Used analytics insights to inform the development of websites and to make optimizations to digital assets, including the XELJANZ website and paid media tactics

- Introduced new analytics opportunities and tools, such as heat mapping, A/B testing for Display ads, and sentiment analysis using IBM Watson Tone Analyzer
- Developed a SQL database and pulled the data into Tableau via an API feed
- Assisted with the launch of two new indications, XELJANZ UC and XELJANZ PsA, and managed the day-to-day analytics operations for the XELJANZ PsA indication
- Led the analytics efforts during launch from PDUFA to FDA approval for XELJANZ PsA and ensured the team had 24-hour Marketing Intelligence coverage over the course of 3 days

Strategic Analyst (2016 Presidential Campaign)

BrabenderCox, Leesburg, VA

2015 – 2016

- Led the reporting efforts of a presidential campaign, leading to improved insights which were delivered to campaign strategists
- Analyzed data and made strategic suggestions, leading to the development of strategic plans
- Used Rabbit Ears, Salesforce, CMAG and i360 to analyze and optimize media buys, leading to insights in competitive intelligence and shifts in strategy
- Conducted qualitative and quantitative analyses, which entailed looking at digital data and drawing insights for client reporting
- Managed a reporting automation project
- Worked with 4 vendors, communicating on behalf of clients and monitoring vendor reporting, which resulted in improvements in client reporting
- Used Facebook Analytics, YouTube Analytics, Google AdWords, and Google Analytics as data analysis tools, which provided more detailed reporting for clients

Teaching

Adjunct Faculty, University of Nebraska-Lincoln, Spring 2018 and Spring 2019

- Redesigning and teaching an online digital analytics course at the graduate level

Awards

Above and Beyond Award, Verisign, Q3 2019

Education

PH125.8x: Data Science: Machine Learning Certification, June 2020

HarvardX

Master of Arts, Integrated Media Communications, 2015

University of Nebraska-Lincoln

Minor: Marketing

Master of Arts, Philosophy, 2014

University of Nebraska-Lincoln

Minor: Journalism

Master of Arts (Hons), Philosophy, 2010

University of Glasgow