# **CAMERON FEDER**

# Director, Data and Insights

#### **SUMMARY**

Accomplished analytics leader with nearly a decade of experience driving business success through data-driven strategies. Expert in data engineering, business intelligence, and analytics consulting with a proven ability to deliver results across the full analytics lifecycle. I excel at translating complex data into actionable insights for diverse stakeholders, combining analytical rigor with creative problem-solving to give organizations a competitive edge.

#### **EXPERIENCE**

#### • Later

# Director of Data & Insights Head of Marketing Analytics

- Integrated custom analytics product feature with projected \$50K+ monthly MRR for agency clients
- Led comprehensive industry benchmarks analysis covering 2,500+ campaigns by Creator Tier, Platform, and Industry, positioning Later as industry thought leader through the most extensive analysis in company history
- Uncovered potential \$500K+ quarterly revenue segment through MQL Funnel Forecast analysis that influenced executive strategy to retain profitable SMB license deals, earning C-level recognition
- Built executive CMO dashboard integrating iOS data and improving MRR accuracy, providing clear revenue trending visibility for data-driven decision making across leadership team
- Led comprehensive data team transformation and centralization, implementing hybrid sprint methodology to enhance cross-functional collaboration and accelerate project delivery



# Senior Manager, Data Engineering and BI Sr. Manager, Sales & Marketing Analytics

#### **Constant Contact**

- Demonstrated exceptional leadership as the team lead for both Data Engineering and Business Intelligence, managing a team of 6 direct reports and 20 total team members
- Led the team responsible for updating and maintaining the data warehouse, ensuring seamless integration of product, marketing, and finance data
- Provided critical reporting to the executive leadership team and each business unit
- Pioneered the establishment of a data-driven culture within the customer lifecycle marketing team, introducing innovative methodologies for performance marketing and empowering team members to make data-backed decisions
- Took charge of a high-impact holiday analytics initiative, utilizing strategic foresight, forecasting models, KPI formulation, interactive dashboard creation, and

#### **STRENGTHS**



# **Exceptional Leadership**

Proven track record leading teams and driving data-driven strategies.



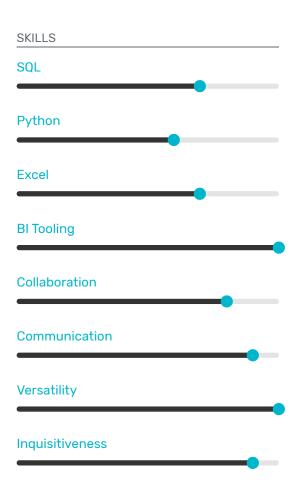
#### **Analytical Expertise**

Skilled in analyzing complex datasets to produce actionable insights for diverse business needs.



#### **Data Solution Implementation**

Expert in implementing data-driven solutions



MY MANTRA

"Life begins at the end of your comfort zone"

Neale Donald Walsch

**EXPERIENCE** 



# Lead Analyst, North America Marketing Senior Analyst, Marketing Strategy

- Supported North American Marketing and General Managers of Vistaprint's product lines, providing strategic guidance and insights leading to the expansion to a new market area
- Designed and executed numerous A/B tests across the Vistaprint website that led to significant increases in product bookings and orders
- Leveraged advanced analytics techniques, such as Pythonbased market basket analysis, to shape the marketing strategy for one of Vistaprint's key product lines



### Senior Marketing Analyst

Customer Portfolios - A Stirista

- Led the initiative to create, standardize, and optimize a monthly and quarterly analysis report, delivering crucial insights to key decision makers
- Implemented the Communication Strategy Analysis, which is presented to the client on a monthly basis
- Responsible for the creation of numerous Tableau reports, which are the standard in production today



### Data Analyst

#### DWA, a Merkle company

- Regularly generated detailed reporting on campaign performance for assigned accounts using Excel, as well as our data visualization platform, Datorama.
- Utilizes Analytics products, such as Google Analytics and AdobeSite Catalyst, for conducting on-site performance analysis.
- Executes ad operations for lead generation campaigns, including technical campaign setup, monitoring, and reporting



## **Analyst**

- Collaborated with the Senior Director in the creation of a streamlined profile process utilized in client deliverables
- Undertook numerous ad hoc projects for CRM & Measurement and Digital Analytics for recognizable companies in numerous industries
- Lead infrastructure support initiative by developing training manuals to provide the overall analytics team a systematic resource for the data enhancement process
- Improved the efficacy of an existing enhancement process through automation of deliverables and reports
- Developed client deliverables and presented actionable insights to a wide-ranging audience
- Created and implemented website tracking tags on GTM and GA and drafting digital assessment of current analytic capabilities
- Trained on all aspects regarding data analytics including SAS, SQL, CRM Measurement and Reporting, Analytics' Consulting, and Social Insights

#### **EDUCATION**



# Bachelor of Science in Marketing

### **Bentley University**

• With a Minor in Finance



# Masters of Business Administration

#### **Boston University**

 Concentration in Management Science