

CAMERON FEDER

Director, Data and Insights

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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



Director of Data & Insights Head of Marketing Analytics

Later 04/2024 - Present Boston, Massachusetts

- 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

04/2022 - 04/2024 Waltham, Massachusetts

- 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

SKILLS

SQL



Python



Excel



BI Tooling



Collaboration



Communication



Versatility



Inquisitiveness



MY MANTRA

"Life begins at the end of your comfort zone"

Neale Donald Walsch



Lead Analyst, North America Marketing Senior Analyst, Marketing Strategy

Vistaprint 📅 05/2019 - 04/2022 📍 Waltham, Massachusetts

- 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 Python-based market basket analysis, to shape the marketing strategy for one of Vistaprint's key product lines



Senior Marketing Analyst

Customer Portfolios - A Stirista

📅 01/2018 - 04/2019 📍 Boston, Ma

- 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

📅 05/2017 - 12/2017 📍 Boston, Massachusetts

- 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

Wunderman 📅 08/2015 - 04/2017 📍 Richardson, Texas

- 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



Bachelor of Science in Marketing

Bentley University

📅 2011 - 2015 📍 Waltham, MA

- With a Minor in Finance



Masters of Business Administration

Boston University

📅 2021 - 2024 📍 Boston, MA

- Concentration in Management Science