

ABOUT ME

Accomplished analytics leader with nearly a decade of experience shaping data-driven strategies to drive business success. Through my expertise in data engineering, business intelligence, and analytics consulting, I offer a well-rounded perspective that covers all aspects of the analytics lifecycle. My ability to thrive across various audiences and my passion for merging creativity with tangible results sets me apart, enabling organizations to gain a competitive advantage.

SKILLS

Technical

SQL	■	■	■	■	■
PYTHON	■	■	■	■	■
EXCEL	■	■	■	■	■
TABLEAU	■	■	■	■	■
GOOGLE ANALYTICS	■	■	■	■	■
POWERPOINT	■	■	■	■	■

Personal Strengths

COLLABORATION	■	■	■	■	■
COMMUNICATION	■	■	■	■	■
VERSATILITY	■	■	■	■	■
INQUISITIVENESS	■	■	■	■	■
LEADERSHIP	■	■	■	■	■

EDUCATION

Bentley University 2011-15

Waltham, MA

Bachelor of Science in Marketing
with a Minor in Finance

Boston University 2021-24

Boston, MA

Masters of Business Administration

*Expected Graduation in 2024

CERTIFICATIONS

- Business Practitioner -Adobe Analytics
- Analytics IQ-Google
- Datorama Admin Certification- Level 1
- Google Analytics IQ- Platform User Certification

CAMERON FEDER

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WORK EXPERIENCE

SR. MANAGER, DATA ENGINEERING AND BUSINESS INTELLIGENCE Feb 2023 to present

SR. MANAGER, SALES AND MARKETING ANALYTICS

April 2022 to Feb 2023

Constant Contact • 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
- Directed the implementation of the unification of the parent company and its subsidiaries in Snowflake, streamlining operations and enhancing data management capabilities
- 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 providing actionable recommendations to optimize promotional efforts and identify key customer segments

LEAD ANALYST, NORTH AMERICA MARKETING

Sept 2020 to April 2022

SR. ANALYST, MARKETING STRATEGY

May 2019 to Sept 2020

Vistaprint • 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
- Successfully managed the end-to-end process of recruiting, onboarding, and mentoring a direct report, fostering their professional growth and contributing to team success

SR. MARKETING ANALYST

January 2018 to April 2019

Customer Portfolios • Boston, Massachusetts

- Led the initiative to create, standardize, and optimize a monthly and quarterly analysis report, delivering crucial insights to key decision makers
- Conception of an In-Depth Email Analysis report. The report acts as a one-stop reference point for the client to garner insight into engagement and financial impact of any adhoc or lifecycle program.
- 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.
- Engages in regular cross function collaboration between the Data Engineers and Account Managers, and acts as the go to point of contact

DATA ANALYST

May 2017 – December 2017

DWA ▪ 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 Adobe Site Catalyst, for conducting on-site performance analysis.
- Performs regular quality assurance checks on assigned client campaigns to ensure they are running as contracted.
- Executes ad operations for lead generation campaigns, including technical campaign setup, monitoring, and reporting.
- Works collaboratively with media teams to recommend modifications and optimizations.

ANALYST

August 2015 – April 2017

WUNDERMAN ▪ Richardson, Texas

- Collaborated with the Senior Director in the creation of a streamlined profile process utilized in client deliverables. This process increased efficiency, customization, and current capabilities
- Undertook numerous ad hoc projects for CRM & Measurement and Digital Analytics for recognizable companies in numerous industries. Ongoing retainer work in the telecommunications industry.
- 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.
- Digital Projects included weekly Key Performance Indicator (KPI) Reporting, dashboard creation, and analysis through Omniture Site Catalyst. 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