# ERIK CAMARENA

## Marketing Manager | Data Analyst
**Simi Valley, California**

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## PROFILE

Marketing and operations professional with 15+ years of experience creating ETL processes, databases, business intelligence reports, data visualizations and dashboards.

Successful at analyzing and interpreting data for marketing, sales and operations teams to increase revenue and reduce expenses.

Highly motivated self-starter consistently seeking to uncover hidden value in the data.

Proven ability to communicate complex reporting and analytical insights in a simplified manner to all stakeholders.

## SKILLS

### Software
- Tableau, SSRS, SSIS, Qlik
- MS Office
  - Excel (advanced)
  - PowerPoint (intermediate)
  - Visio (intermediate)
  - Access (intermediate)
- Salesforce
- Google Analytics

### Programming/Analysis
- SQL, Python, Matplotlib, Pandas, VBA, VB
- Decision Trees
- Regression Analysis
- MS Office macros

### Database
- SQL Server
- Triggers, Stored Procedures
- Data flow automation (ETL)

## EXPERIENCE

**YP (YellowPages.com)**                     **May 2011 to Feb 2018 (6.8 years)**
### Display Advertising Optimization Manager

- Developed reporting and analysis processes that turned data into actionable insights and saved $1.3 million (10%) of annual media spend.

- Worked with Demand Side Platform to specify requirements for bulk update process and daily performance data feeds.

- Combined SQL Database, SQL Code, Python and HTML to automate the creation and presentation of thousands of campaign performance charts and spreadsheets, saving hundreds of hours per year in the campaign analytics and client support processes.

- Developed SQL Server database and SQL scripts to automate reporting for quality control, performance, analysis, and optimization for 3,000+ concurrently active mobile and desktop display campaigns using SQL, Tableau, SSRS and Excel.

- Performed bulk updates to optimize campaign settings in Demand Side Platforms.

- Developed macro-enabled spreadsheets to automate repetitive operational activities and eliminate 400+ hours of manual labor annually.

- Supported cross-functional teams with ad-hoc reporting and analysis of Display campaigns as needed.

**Bank of America (contractor)**                     **Jul 2009 to Jul 2011 (2 years)**
### Email Marketing Reporting Analyst

- Designed and developed email marketing reports for upper management.

- Analyzed email marketing reports and provided campaign optimization recommendations.

- Created and presented PowerPoint presentations.

- Developed semi-automated reporting processes using Excel Macros.

**Gospel Light (book publishing)**                     **Jun 2006 to Feb 2009 (2.8 years)**
### Database and Internet Marketing Manager

- Designed and developed SQL Server database to support direct mail, email, telemarketing, pay per click and company website advertising campaigns.

- Built reports using Qlik, SQL Server Reporting Services and Excel.

- Created standardized and ad hoc reports to analyze sales and marketing performance across multiple dimensions including channel, product, campaign, customer segment, and time periods.

- Developed and implemented marketing list segmentation, tracking and analysis.

- Worked with vendor to profile and model customer database to improve segmentation and identify new prospecting opportunities.

- Recruited and trained eight-member website team.
- Implemented ClockingIT project management software for web team operations, dramatically streamlining website management processes.
- Managed design, development, and launch of FirstPlace4Health.com
- Implemented and utilized IBM Coremetrics website analytics.
- Setup processes to measure online marketing ROI.
- Managed email marketing and Google AdWords campaigns with $150k annual spend.

**Viking River Cruises**                                                      **Mar 2000 to Jun 2006 (6.3 years)**
**Director of Marketing and Business Information Systems**
- Managed marketing database for $13 million annual direct mail budget that grew direct channel revenue from $0 to $90 million in 5 years.
- Designed segmentation strategies using various techniques including RFM, customer lifecycle, and clustering methodologies and analyzed results to improve segmentation strategies.
- Performance multidimensional reporting and analysis of sales and marketing campaigns.
- Managed Equifax relationship to acquire prospect lists, model customers, run NCOA, and append data dimensions to inhouse marketing lists.
- Worked with Database Administrators to automate data feeds to marketing database.
- Implemented Silverpop email service provider and processes to deliver emails and measure results.
- Managed email-marketing lists: cleansing, segmentation, personalization, reporting and analysis.
- Coordinated website, data warehouse, and pay per click advertising campaigns, enabling ROI measurement by search engine, keyword, and creative type.
- Worked with marketing database vendor to setup database, automate data feeds and develop processes to deliver 30+ annual direct mail campaigns of 20 million+ pieces.
- Developed and managed multiple databases using MS Access and MS SQL Server to gather information and provide data access to users in the sales, marketing and operations departments.

**Education**
- Completed 3 years toward Business Administration – Finance, California State University Northridge, anticipated completion in 2020