

# DAVID COCKBURN

972-602-5426 | davidwcockburn@gmail.com

## EXECUTIVE SUMMARY

Seasoned technology strategist recognized for exceptional analytical talents and problem solving abilities. Self-motivated, highly adaptable and proactive leader with the ability to lead cross-functional teams. Thrives on using data and analytics to drive marketing decisions, while analyzing potential impacts/opportunities, develops recommendations to management and leads implementations.

## CAREER | Director of Digital Marketing Analytics | RealPage - 04/2014 to Present

*RealPage is one of the largest SaaS & Data Analytics solution providers in the world. With forecasted annual revenue nearing \$1B, RealPage solutions span across both B2B and Consumer markets, serving clients worldwide from offices in North America, Europe and Asia.*

### Analytics Leader:

- Collaborates with clients and stakeholders to define needs, core KPIs and project scope. Successfully launched and maintains multiple data projects and model improvements resulting in an average marketing ROI improvement of ~15-30%
- Manages marketing analytics team and external vendors. Plans, prioritizes and allocates projects. Reduced vendor tool cost by over \$110K annually while increasing the total output of project launches.
- Maintains center of analytics excellence. Ensures overall quality, efficient storage management and executive-level understanding of data reporting.
- Develops execution strategies, analytical methods, forecast and automation procedures, resulting in ~80% reduction in report processing time.
- Conducts market research and competitor analysis. Develops target audience profiles and product requirements to identify new opportunities & recommendations to executive management.
- Serves as cross-functional subject matter expert for digital marketing and customer acquisition strategies. Mentors and develops analytical team member technical skills.

### Data Strategist:

- Supports multiple data science teams and data solutions customers. Helps evaluate and qualify predictive models leveraging a wide range of consumer transactions, behavior/engagement data, pricing thresholds and seasonal/industry trends.
- Provides internal bridge between stakeholders and data science teams, translating business needs into appropriate modeling or project plans, providing consultation support toward business & customer satisfaction.
- Collects & delivers customer and competitor insights to support data model algorithms. Evaluates and supports new software development and data analytics enhancements.
- Special projects support. Delivered improvements in algorithmic bidding and predictive customer lifecycle tools, which in a span of ~3months significantly narrowed gaps between manual and machine learned display bid performance.

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## **Global Digital Marketing Strategy Manager | Texas Instruments - 06/2012 to 03/2015**

*TI is a global technology design and manufacturing leader. Collaborative marketing teams from offices across 6 continents support consumer & commercial product lines with customer acquisition of 100K+, generating over \$3B in annual revenues.*

### KPI Analytics/Metrics:

- Created dashboards and actionable insights data to drive both sales automation (CRM) and marketing performance via several scoring models for digital conversions, competitor analysis, cross channel marketing and audience segmentation/targeting.
- Leveraged web analytics, ecommerce and shopping cart funnels to improve customer persona models. Delivered product staging and funnel optimization recommendations resulting in measurable impacts of +8-12% YoY conversion rate.

### Leadership:

- Developed library of guidelines/best practices to both inform/align efforts across multifunctional teams, to build progressive digital strategies that delivered ROI optimization and improved scalability.
- IT Leadership Committee Member. Provided subject matter expertise to projects and initiatives of the following areas. Web Metrics (*Adobe Analytics*), Digital Content Strategy (CMS), Digital Channels (SEO, SEM & Social), Marcom Development, Customer Intelligence (CRM) & Vendor Relationships/Integrations.

### Organic/Inbound Digital Marketing:

- Managed all aspects of content optimization and A/B testing strategies, delivering YoY SEO traffic & conversion growth rates of 15-18% US/North America and 25-33% throughout targeted growth markets of Europe & Asia.

## **Business Analyst Sales Automation | Texas Instruments - 09/2009 to 06/2012**

### Business & Data Analysis:

- Supported sales automation through management of internal DAM (Digital Asset Management) tool. Developed tagging and search index schema to deliver efficient discovery and on-demand delivery of critical presentation and research assets.
- Special projects support. Collaborated with product engineers and MATLAB data teams to develop product association and compatibility bundles. Resulting in reduced research & discover times which shortened overall sales cycles and increased units per order ratios.
- Contributed to ecommerce platform launch. Leveraged enhanced product bundling data to structure product staging and develop funnel structures and early stage customer behavior models.

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## **Business Analyst & Project Manager | Med Depot, Inc. - 06/2008 to 9/2009**

*Med Depot is one of the largest medical equipment logistics companies in the country, providing SaaS based practice management, ecommerce and reporting tools to both the medical community and consumers across the Midwest & Southwest regions.*

- Provided business analytics & research, developed recommendations in all areas of technology and operational efficiencies, while taking leadership role within projects/teams.
- Launched and managed Microsoft Dynamics CRM. Developed customer models and segmentation to drive CRM and Email marketing campaigns.
- Managed enterprise level data & application conversion project. Converted legacy PERL systems to LAMP, SQL & GPS management platform integrated across online/web and mobile applications. Delivered 20-40% reductions in both durable goods and delivery fuel cost.

## **Business Consultant & Developer | Freelance - 4/2006 – 05/2008**

- Worked directly with clients to define needs, core KPIs and project scope.
- Provided data integrations of SQL, XML & PHP applications for enhanced workflows to within client's legacy/enterprise systems.
- Deployment/Optimization of SaaS based solutions for e-commerce and back-end automations.

## **IT Project Manager & Business Analyst | Prosperity Bank - 12/2003 - 4/2006**

*Prosperity Bank was a privately owned community banking and investment management company with managed assets of ~\$1B serving consumers across North Florida.*

- Delivered consumer marketing and customer acquisition strategy recommendations to executive-level management.
- Managed long-term enterprise level data & application conversion projects. Converted multiple legacy flat file data systems to structured SQL environments resulting in integrated reporting and data management.
- Developed and managed enhanced reporting and delivery of business intelligence.
- Leveraged public data (*census reporting, housing permits, regional demographics*) to develop product and campaign match recommendations, resulting in significant market share gains across multiple mortgage and investment products.
- Developed internal database tools (*Access, SQL, Jack Henry*) to automate sales commission calculations and revenue forecast resulting in nearly 90% reduction in report processing time.

## **Director of Software Product / Project Management | Work Smart MD - 5/1998 - 12/2003**

*Work Smart MD was an early stage SaaS software startup specializing in medical practice management, billing and HIPPA compliance training.*

- Managed deployment and integration of industry leading SaaS billing and e-commerce processing systems.
- Launched and managed Salesforce CRM.
- Developed automated marketing efforts delivering reporting and campaign analysis to key management and customers.

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## SKILLS & EXPERIENCE

**Strategy:** Data Driven Product Management, Decision Level Business Intelligence, Customer Insights, Adoption/Churn Forecasting and Competitive Market Analysis – 10+ yrs

**Analytics & Reporting:** Client Requirements & KPI Development, Data & Event Trigger Collection, Advanced Reporting & Dashboards, Sales/Lead Funnel Optimization, Digital Marketing ROI, Predictive Analytics and Mobile Apps Behavior/Adoption – 6-10+ yrs

**Segmentation & Competitor Insights:** Email Marketing, Campaign Optimization, Churn/Predictive Analytics, User/Customer Sentiment, Persona Modeling and Advanced Audience Segmentation Analysis – 6-8+ yrs

**Digital Marketing:** Digital Channel & ROI Optimization, SEO, Social Media, SEM, Adwords, Email, CRM, Google Remarketing, Retargeting Display Networks, DMP & DPS Platforms and Ad Exchanges – 6-8+ yrs

**Tools & Platforms:** SQL, CRM (*Salesforce, Microsoft Dynamics, SugarCRM*), Automation (*Marketo, Eloqua, HubSpot, Hootsuite*) Analytics (*Google Analytics Premium, Adobe Analytics*), Data Management/Visualization (*Tableau, Domo, Klipfolio, Microsoft Power BI, Spotfire*) Segmentation (*Oracle Data Cloud DaaS, BlueKia, Datalogix*) and Third-Party Scoring Models (comScore, Nielsen, Quantcast, SimilarWeb) – 10+ yrs

## EDUCATION

**Bachelors of Arts Degree – Business Administration | Chicago School of Business**  
1998 (3.86 GPA)