Mackenzie Rae Knapp

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EXPERIENCE

DuMont Project | Marketing Consultancy   Marina Del Rey, CA
Head of BI & Analytics Department – Associate Director   Nov 2018 – Current
- Lead & accomplished 2 major initiatives in first year as head of BI Pod in a 3 POD company structure.
- Data Trust Initiative 1: Increased data trust as measured by daily reliance on our data insights due to new automated processes & better daily communication procedures around Data Governance & QA.
- Reporting Initiative 2: Drove 200% growth in daily active users due to new redesign & overhaul of all client reporting; each client receiving an automated daily snapshot, an executive level view, & granular optimization view.
- Managed team of nine; Data Scientist, Associate Director, two Managers, two Junior Analysts, one Intern, & two consultant resources in India

MediaCom | Advertising Agency   Playa Vista, CA
Associate Director, Analytics & Business Science   Jun 2018 – Oct 2018
- Managed team of five responsible for dimensional data model to resolve many-to-many relationships across all media buying platforms for both online & offline data. Enabling holistic performance analytics to occur down to a creative level
- Pioneered a strong partnership with Ad Science partners to work on holding publishers accountable for brand safety, viewability, & ad fraud across $100M+ of ad spend; ultimately ensuring higher quality digital advertising placements
- Created naming convention tool that ensures all media buyers input like values for taxonomy guidelines & consistency. Additionally, automated QA of said dimensions resulting in a 3,100% increase in efficiency & accuracy
- Turned 11M rows of data into insights via PowerBI dashboards to help media planners optimize & review pacing

Quigley-Simpson | Advertising Agency   Santa Monica, CA
Marketing Data Analyst   Jun 2017 – Jun 2018
- Architected a tool that helps TV buyers predict what CPP, TRP & Clearance Rates to expect across stations, dayparts, & demos; All of which is powered by data science models running on 10 years of TV bids & buys for a $7.2B client
- Delivered a $1M retargeting strategy with behavioral insights from Adobe Analytics & created custom segments to be used in dynamic retargeting as device, time, & day of week demonstrated markedly different psychographic personas
- Expert in building Tableau dashboards, the use of which saved a client over $15,000 in better negotiated DRTV deals Developed Google SEM forecast model demonstrating predictability for budget increase relative to revenue growth
- Created mobile app A/B testing framework & analytics reporting standardization for a premier TV Network's top shows
- Promoted to Manager in less than 1 year, managing a junior analyst & all department wide initiatives for the company In-house consultant on web analytics audits & technical implementation guides for e-Commerce Brands
- Compelled leaders to shift TV investment strategy by showing $300k in gaps & overspending across networks as compared to their competitors

Phelps Agency | Advertising Agency   Playa Vista, CA
Marketing Data Analyst & Digital Implementation Expert   Feb 2017 – Jun 2017
- Sole Marketing Data Analyst for 6 clients in need of analytics, attribution & tagging implementation
- Created an NPV model to show a client that by investing $140,000 into a more responsive landing page, that a 2.07% lift in conversion rate would pay for the investment itself
- Built a custom JavaScript tag in GTM to pull in weather API data showing how weather affects & predicts move-in rates
- Used behavioral pathing to suggest optimization on a specific user journey that led to 3x higher conversion
- Provided a social strategy supported by my competitive analysis & research on social brand sentiment using NLP
- Applied forensic data analysis using Adobe's Workspace tool to isolate where a competitor was scraping price sensitive data in a recognizable pattern & created a dashboard that detects such malicious behavior

ObservePoint | Tech Startup   Provo, UT
Data Analytics Consultant – Consulting Clients on Web Analytics Data   Feb 2015 – Nov 2016
- Lead consultant on team for 17 fortune 500 companies on clients' web analytics data & data governance strategies
- Designed & built a VBA based report that increased implementation accuracy from 75% to 99.9% by eliminating human errors in the QA process of regression tests; report now sold as a separate product offering called "Release Validation"
- Developed the 1st historical reporting dashboard, thus helping a client showcase how JavaScript Errors decreased by

87% over two months' time; this report & other KPIs are now part of the OP product interface
- Helped clients create & automate their Solution Design Reference (SDR), reducing manual auditing by over 90%
- Co-led a webinar on A/B testing with 724 registrants

Cisco Systems Inc. I Fortune 100   San Jose, CA
Financial Analyst Intern   *Jun – Aug 2014*
- Designed a statistical forecast model using econometrics; put into practice by a $40 million-dollar division
- Used technical analysis to visually show CFO a gap of $100M in deferred revenue to bookings models

BlackRock I No. 1 Asset Manager   China
Alternative Investments Analyst Extern   *Jan – Mar 2014*
- Analyzed political & macroeconomic trends in an emerging market economy (India) to propose $100M private equity investment recommendations to the Head of Alternative Investments of the Asia-Pacific region
- Created & presented pitch books to give careful investment considerations to potential BlackRock clients

EDUCATION

Brigham Young University   Provo, UT
Bachelor of Science in Finance – Additional MBA Courses in Data Analytics in Jan 2015   December 2014
Tableau Fundamentals I Certification Course via Tableau   August 2015
Digital Marketing Nanodegree I 6-month Online Program via Udacity   February 2018

SKILLS

Media & Web Analytics: GA, Adwords, Display & Video 360 Certified, Adobe-Omniture, GTM & DTM implementation; SDR Creation, Release Validation, Regex & jQuery; ***Analytics:*** Pivot Tables/Charts, Regression Analysis, Modeling & Forecasting, Tableau, Domo, PowerBI; Alteryx; Minimal Python, R, VBA; Social Listening (NLP) Analysis, Fluent Bilingual-Spanish; Basic HTML5 & JavaScript; Leader in Client Management & Consulting; Exceptional Presentation, Oral & Written Communication Skills; Market Research