

Justin Goodman

San Diego, California, United States



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Summary

A T-Shaped Digital Marketer who is data-driven and passionate about analytics. Technically sophisticated with strong communications skills; ability to interpret and communicate information from multiple viewpoints.

Analytics Toolkit:

- Google Analytics
- Discovery
- Implementation
- Analysis
- Reporting Automation
- Google Tag Manager
- Over 50 implementations successfully completed
- Analytics Canvas
- Advanced Canvas Development
- Automation
- Excel
- Proficient with pivots, formulas, charts, macro usage
- Experience with external data connectivity and basic macro creation
- Tableau
- Data Studio

Analytics Speaker:

- 2017 PRSA Being Data Driven (San Diego)
- 2017 Web Quebec
- 2016 AMA Workshop (Charlotte)
- 2015 AMA Workshop (Minneapolis)
- 2015 AMA Workshop (Nashville)
- 2014 AMA Workshop (San Diego)
- 2014 Interactive Day San Diego
- 2013 Guest Lecturer at Emory University's Goizueta Business School (Senior Seminar on SEO and Analytics)
- 2012 Dallas Digital Summit
- 2012 San Diego IABC
- 2012 Digital World Expo

Experience



Vice President Platform Services

Adswerve, Inc.

Jun 2019 - Present (1 year 2 months +)

Lead a team of Directors and Analytics Managers to drive value for clients leveraging the Google Marketing Platform

- # Work with leading national and global business leaders to develop, implement, and utilize data in an effort to improve decision making
- # Develop a standard of work to ensure best in class service offerings for the Google Marketing Platform
- # Mentor and train teams both within Adswerve and Client organizations on consulting and the Google Marketing Platform



Owner

ElectricMice.com

Jan 2010 - Present (10 years 7 months +)

Freelance SEO, PPC, Email Marketing, website development, and graphic design. I work with a wide range of small to medium size businesses providing marketing solutions and training. Including assistance with brand image through a wide array of graphic design packages.



Director Of Analytics

Adswerve, Inc.

Jan 2019 - Jun 2019 (6 months)

- # Lead a team of Analytics Managers and Analysts to drive data-informed decisions, improving returns and brand value
- # Work with leading national and global business leaders to develop, implement, and utilize data in an effort to improve decision making
- # Develop a standard of work to ensure best in class analysis implementations and approaches to data collection, reporting, and utilization
- # Mentor and train analysts both within Adswerve and Client organizations



Director Of Analytics

Analytics Pros (Acquired by Adswerve)

Aug 2017 - Jan 2019 (1 year 6 months)

- # Lead a team of Analytics Managers and Analysts to drive data-informed decisions, improving returns and brand value
- # Work with leading national and global business leaders to develop, implement, and utilize data in an effort to improve decision making
- # Develop a standard of work to ensure best in class analysis implementations and approaches to data collection, reporting, and utilization
- # Mentor and train analysts both within Analytics Pros and Client organizations



Digital Analytics Team Lead

Analytics Pros (Acquired by Adswerve)

Jan 2016 - Jul 2017 (1 year 7 months)

- # Lead a portfolio of clients in their digital analytics journey.
- # Oversee reporting and analysis standards, client implementation work, and a team of digital analysts
- # Execute against client goals in while promoting positive consultancy retention and revenue management goals



Lead, Digital Analytics

Analytics Pros (Acquired by Adswerve)

Jan 2015 - Dec 2015 (1 year)

- # Understand and recommend implementation standards with customers and engineers to ensure proper data collection for analysis
- # Configure Google Analytics features to meet business requirements
- # Estimate, implement and deploy analytics solutions on client sites
- # Estimate and develop documented reports and presentation decks based on client data

- # Research additional areas necessary to bring a complete and holistic view to analysis
- # Become familiar with existing products and services and how to leverage their value to gain insights
- # Work with coordinators to deliver work on time and within estimates
- # Coordinate deployment operations, communicate timing and impact to internal and external stakeholders
- # Work with other stakeholders to document deployment details and processes
- # Strengthen the team's knowledge base by providing unique perspective in expert areas
- # Lead Strategic Planning Sessions and Training events with clients
- # Create and manage Tableau reporting and dashboards



Digital Analytics Strategist

Analytics Pros (Acquired by Adswerve)

Jun 2014 - Dec 2014 (7 months)

- # Understand and recommend implementation standards with customers and engineers to ensure proper data collection for analysis
- # Configure Google Analytics features to meet business requirements
- # Estimate, implement and deploy analytics solutions on client sites
- # Estimate and develop documented reports and presentation decks based on client data
- # Research additional areas necessary to bring a complete and holistic view to analysis
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Digital Marketing Analyst

Internet Marketing Inc.

Jun 2012 - Jun 2014 (2 years 1 month)

- * Conduct stakeholder interviews
- * Develop implementation plans
- * Develop standard baseline reports as well as custom reports based on client KPIs
- * Train internal team members and clients in analytics best practices
- * Analyze client data
- * Provide actionable insights based on data analysis.
- * Implement Tag Management solutions
- * Create Multi-Attribution analysis plans, reports, and provide insights based on Multi-Attribution analysis
- * Develop measurement plans to assist in A/B and Multivariate testing analysis.
- * Automate Internal and client reporting



Account Manager

Internet Marketing Inc.

Mar 2011 - May 2012 (1 year 3 months)

- * Work with Clients to develop SEO and SEM strategies to achieve and exceed their online marketing goals.
- * Coordinate with Internal teams to manage client accounts
- * Monitor online trends within client industries to ensure the client campaign is up to speed with the industry as well as current best practices
- * Establish and monitor performance metrics to ensure client satisfaction with all marketing services.
- * Suggest new opportunities to assist clients in achieving their business objectives.
- * Setup Multi Attribution Analytics for all agency clients

- * Attribution Specialist and Data Analyst
- * Multi-Attribution Reporting and Insight Specialist



Junior Account Manager

Internet Marketing Inc.

Dec 2010 - Mar 2011 (4 months)

- * Ensure customer satisfaction as it pertains to contracted work
- * Assist Clients in identifying new opportunities to improve their online marketing initiatives



Marketing

Aug 2009 - Dec 2010 (1 year 5 months)

Develop an online presence. Create and Maintain Websites for both Veys Stores. Update All Online store information and remove incorrect and out of date information from all of the various directory sites.

Create In store and print media graphics and signage. Provide in store software training as well as hardware support. Train the sales management and staff in the use of online communications tools and vehicle inventory controls.



Marketing Director

Alba Action Sports

Jan 2009 - Aug 2009 (8 months)

Work closely with sales, parts, performance and service management as well as with the company owner to develop a new website to properly display the companies brand image while increase the ability to monitor execute both online and offline marketing efforts while increasing the customers ability to find both the information and products they need from a power sports dealership.

Develop and execute print advertising on a local and national level to increase awareness of parts, vehicle sales, and service departments.

Assist in event planning through strategy, advertising, and event setup.

Help to maintain and develop the dealership computer systems and infrastructure.



Intern

Eboost Consulting

Sep 2008 - Dec 2008 (4 months)

Assist Consultants with a variety of digital marketing tactics including Search Engine Optimization, Pay-per-Click, e-mail marketing, Persona Development, Persuasion Architecture, Social Media Marketing, Copywriting and Guerilla marketing.



Marketing Intern

Aflac

May 2008 - Aug 2008 (4 months)

- Assist District coordinator with various administrative needs
- Help to develop business to business relationships through a variety of marketing tactics



Network Assistant

San Diego State University

Aug 2007 - May 2008 (10 months)

- Network Assistant for undergraduate residential buildings

- Duties included active assistance for a 400+ person network, answered emails, recorded interactions into a collaborative database, responded to voice mails, ran a help desk environment, printed and distributed informational handouts and posters

Technology / R&D Manager

Utah Channel 3

Sep 2003 - Apr 2007 (3 years 8 months)

Technology consultant to the station manager in addition to providing yearly coverage at various Consumer electronics events including CES. Providing reports on an array of electronic devices and the influence of temperature, weather and altitude on their performance through research and live testing. Additionally assisting advertisers of such technology and their ability to promote and position their campaigns in accordance with the research findings.

Education



San Diego State University

Bachlors, Marketing: Intergrated Marketing Communications

2006 - 2008



San Diego Mesa College

Associates, Transfer Studies

2005 - 2006

Graduated with Honors, receiving an Associates Degree in Transfer Studies



Southern Utah University

Marketing, Drafting, Advertising

2003 - 2005

Licenses & Certifications



Tealium Certified Professional; Advanced Solutions & Deployments - Tealium



Google Analytics Individual Qualification - Google

Issued Jun 2014 - Expires Dec 2015



Google Analytics Individual Qualification - Google

Issued Sep 2012 - Expires Mar 2014



Tealium iQ Certification - Tealium

Issued Feb 2013 - Expires Mar 2014



Power Searching with Google - Google



Digital Analytics Fundamentals - Google



Programming for Everybody (Python) with Distinction - Coursera

Honors & Awards



Digital Analytics Association Awards For Excellence: Rising Star, Finalist - Digital Analytics Association

2016



Digital Analytics Association Practitioner of the Year Nominee - Digital Analytics Association
2015

Skills

Google Analytics • Digital Marketing • Web Analytics • SEO • SEM • Conversion Optimization • E-commerce • Account Management • Online Advertising • Marketing