

# Alaya Ahmed

## Director, Precision and Marketing Analytics

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### STRENGTHS

- 🗣️ **Executive influence**  
Turned complex measurement findings into clear investment choices, and senior leaders gained confidence in recommended actions.
- 👥 **Audience strategy**  
Built segmentation and identity workflows for activation programs. Colleagues sought guidance when audience decisions became difficult.
- ✉️ **Lifecycle marketing**  
Directed email and SMS programs across customer stages. Testing conversations became more focused and useful.
- ♥️ **Measurement leadership**  
Connected MMM, MTA, experimentation, and incrementality testing. Finance partners received a clearer view of channel value.
- 👤 **Team development**  
Coached managers and specialist practitioners through demanding analytics work. People gained confidence presenting recommendations.

### SKILLS

|                                |                     |
|--------------------------------|---------------------|
| <u>Precision Media</u>         | <u>Programmatic</u> |
| <u>Paid Social</u>             | <u>Retail Media</u> |
| <u>Consumer Data Strategy</u>  | <u>CRM</u>          |
| <u>Audience Activation</u>     |                     |
| <u>First Party Data</u>        |                     |
| <u>Privacy First Marketing</u> |                     |
| <u>Marketing Mix Modeling</u>  |                     |
| <u>Multi Touch Attribution</u> |                     |
| <u>Incrementality Testing</u>  |                     |

### SUMMARY

Director of precision and marketing analytics with 13 years across digital media, CRM, **consumer data strategy**, customer analytics, and **enterprise measurement** in consumer and retail settings. Leads integrated media, first party data, lifecycle marketing, and analytics programs that connect audience decisions with commercial growth. Builds practical governance across segmentation, identity resolution, CDP adoption, **privacy first marketing**, and audience activation. Guides measurement through Marketing Mix Modeling, **Multi Touch Attribution**, experimentation, and incrementality testing, giving senior leaders clearer investment choices. Has managed high performing analytics and activation teams for six years, including managers and specialist practitioners. Partners effectively with Marketing, Media, Insights, Finance, Technology, agencies, and executive stakeholders. Applies AI, machine learning, predictive analytics, and audience modeling with disciplined data use. Ready to bring connected strategy, thoughtful leadership, and measurable marketing impact to a growth focused organization.

### EXPERIENCE

#### Director, Marketing Analytics and Precision Media

Northstar Consumer Brands 📅 January 2022 to Present 📍 Chicago, IL

Directs enterprise **precision media**, CRM, consumer data, and measurement across paid and owned channels. Leads multidisciplinary practitioners and agency partners while advising senior leaders on investment, governance, and commercial growth.

- Connected paid media, CRM, and analytics investments with enterprise commercial priorities and growth planning.
- Built segmentation, **identity resolution**, CDP, and **first party data** practices with privacy governance controls.
- Directed email and SMS lifecycle programs across acquisition, onboarding, retention, and reactivation with personalization.
- Owned MMM, MTA, experimentation, and **incrementality testing** for clearer budget allocation decisions.
- Applied AI, **machine learning**, and **predictive analytics** across audience modeling, bid optimization, and measurement.
- Coached multidisciplinary teams and agency partners through executive reviews, governance decisions, and accountable activation.

#### Senior Manager, CRM and Customer Analytics

Lakefront Retail Group 📅 April 2018 to December 2021 📍 Chicago, IL

Led omnichannel CRM and customer analytics programs across retail audiences, lifecycle activation, and marketing measurement. Influenced channel investment decisions through customer insights, testing discipline, stakeholder partnership, and practical **team leadership**.

- Unified CRM, **customer analytics**, and paid media planning around acquisition and retention priorities.
- Established audience segmentation and identity resolution workflows supporting compliant **first party data** activation.
- Expanded email and SMS testing across onboarding, engagement, reactivation, and **customer lifetime value** programs.
- Introduced MMM, MTA, **experimentation**, and incrementality testing into recurring investment reviews.
- Used predictive analytics and machine learning to improve audience selection and personalization decisions.
- Presented customer findings to **senior leaders** and guided agency partners through measurable activation plans.

#### Marketing Analytics Manager

Experimentation

Predictive Analytics

Executive Communication

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER

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MONTHS

Prairie Consumer Insights 📅 June 2015 to March 2018 📍 Oak Brook, IL

Managed marketing analytics for consumer portfolios, translating audience behavior and campaign performance into channel and investment recommendations. Coordinated analysts, marketers, media teams, and technology partners across measurement and activation work.

- Translated campaign and customer data into audience strategies for consumer portfolio planning.
- Implemented segmentation, **identity resolution**, and **first party data** workflows for paid channel activation.
- Coordinated **email** and **SMS** lifecycle tests across acquisition, engagement, retention, and reactivation stages.
- Developed MMM, MTA, experimentation, and incrementality analyses for budget planning conversations.
- Applied **predictive analytics** to targeting and **personalization** decisions, strengthening campaign learning cycles.
- Briefed marketing and finance stakeholders with concise findings, tradeoffs, and recommended next actions.

### Senior Marketing Analyst

Midwest Commerce Analytics 📅 July 2013 to May 2015 📍 Schaumburg, IL

Supported campaign analytics and customer data initiatives across commerce programs, building analytical foundations for **audience activation** and performance measurement. Worked with marketing and media stakeholders to convert findings into practical decisions.

- Analyzed campaign and customer behavior data to support audience led marketing decisions.
- Created segmentation and **first party data** views for paid and owned channel planning.
- Supported email and SMS testing across **acquisition**, **engagement**, and retention initiatives.
- Produced **attribution** and experimentation analyses that clarified channel contribution and performance.
- Applied **predictive analytics** methods to targeting questions and campaign evaluation workflows.
- Communicated findings to marketing partners, improving alignment around measurement and activation priorities.

## PROJECTS

### Enterprise Measurement Framework 📅 2025

Connected Marketing Mix Modeling, Multi Touch Attribution, experimentation, and incrementality testing into a shared decision framework for budget planning and executive reviews.

### First Party Audience Activation 📅 2024

Established practical audience governance across segmentation, identity resolution, CDP adoption, privacy first marketing, and activation for paid and owned channels.

## LEADERSHIP & AWARDS

- Executive recognition for connecting marketing measurement with investment decisions and commercial growth priorities.
- Leadership recognition for coaching analytics practitioners and strengthening collaboration across marketing, media, finance, and technology.
- Professional recognition for advancing privacy conscious audience activation and customer analytics practices.

## EDUCATION

### Bachelor of Science in Marketing Analytics

DePaul University 🎓 GPA: 3.5 📅 2013 📍 Chicago, IL

**Coursework:** Marketing strategy, consumer analytics, statistics, digital marketing

## CERTIFICATIONS

- Google Analytics Certification 📅 2025
- IAB Digital Media Buying and Planning Certification 📅 2026

## TECHNICAL SKILLS

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- **Paid Media Platforms:** Programmatic, Paid Social, Retail Media
- **Customer Data Platforms:** CDP adoption, Audience management, First party data
- **Identity and Audience:** Identity resolution, Segmentation, Suppression
- **CRM Channels:** Email, SMS, Lifecycle marketing
- **Marketing Measurement:** Marketing Mix Modeling, Multi Touch Attribution, Attribution
- **Testing Methods:** Experimentation, Incrementality testing, A B testing
- **Analytics Methods:** Predictive analytics, Customer analytics, Marketing analytics
- **Artificial Intelligence:** AI audience modeling, Machine learning, AI powered analytics
- **Activation Methods:** Personalization, Bid optimization, Conversion optimization
- **Governance and Privacy:** Privacy compliance, Data governance, Privacy first marketing
- **Business Planning:** Return on marketing investment, Budget optimization, Customer lifetime value

## PROFESSIONAL AFFILIATIONS

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- Member, Association of National Advertisers, marketing analytics community.
- Member, Interactive Advertising Bureau, digital media and measurement community.

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST