

Eric Anthony

Vice President, Marketing Analytics Manager

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SUMMARY

Marketing analytics leader with eight years of experience measuring campaigns, shaping audience strategy, and guiding financial services growth decisions. Leads experimentation, **performance reporting**, predictive modeling, and profitability analysis across acquisition programs. Uses SQL, Python, Snowflake, relational databases, ETL workflows, dashboards, and automated reporting to turn complex data into clear recommendations. Partners closely with Marketing, Finance, Modeling, and **Data Analytics** teams, creating shared measurement standards and practical delivery plans. Builds trust through careful documentation, transparent **test design**, and concise executive communication. Mentors analysts through challenging work, encourages thoughtful questions, and connects technical findings with customer and business outcomes. Brings a calm, collaborative approach to **campaign planning**, financial evaluation, and analytical governance, helping organizations make better investment decisions with consistent evidence.

EXPERIENCE

Senior Marketing Analytics Manager

Evergreen Banking Group 📅 January 2023 - Present 📍 Chicago, IL

Leads campaign analytics programs for acquisition performance, audience strategy, **experimentation**, forecasting, and investment decisions. Guides analysts, partners with Finance and Data teams, and presents clear findings to senior leaders.

- Led acquisition measurement with SQL and **Snowflake**, clarifying investment choices for senior **marketing** leaders.
- Built **campaign test designs** and control approaches, improving post analysis consistency across initiatives.
- Created forecasting models and **dashboards**, connecting campaign performance with financial outcomes for business partners.
- Partnered with **Finance** and Data teams, resolving quality issues and aligning recurring reporting requirements.
- Mentored analysts on methods and documentation, helping teams communicate quantitative findings with greater confidence.
- Presented concise recommendations to executives, linking audience performance with practical campaign decisions.

Marketing Analytics Manager

Lakeshore Financial Services 📅 June 2020 - December 2022 📍 Chicago, IL

Managed measurement solutions for customer acquisition campaigns and predictive modeling initiatives. Connected SQL, Python, business intelligence platforms, ETL workflows, and relational database improvements with repeatable reporting and audit ready practices.

- Created acquisition measurement solutions with **SQL** and **Python**, giving partners clearer campaign performance insight.
- Evaluated audience targeting trends, shaping recommendations that improved alignment between **marketing** activity and customer engagement.
- Designed recurring business intelligence reports, giving stakeholders steadier visibility into operational marketing results.
- Collaborated on **ETL** workflows and relational database improvements, strengthening data access for analytical delivery.
- Supported predictive **modeling** for profitability, translating model findings into practical **campaign planning** discussions.
- Documented analytical processes, making recurring work easier to review, repeat, and audit.

Marketing Analyst

Midwest Consumer Finance 📅 August 2018 - May 2020 📍 Evanston, IL

Supported campaign analysis, customer segmentation, reporting, dashboard updates, data quality review, and testing activities. Prepared clear summaries for business stakeholders while building practical experience with SQL, **automated reporting**, and cross team delivery.

- Analyzed campaign results and prepared performance summaries, helping stakeholders focus follow up decisions.
- Built SQL queries for customer segmentation, supporting targeted reporting requests across marketing programs.
- Updated dashboards and automated reports, improving access to recurring campaign information for business users.
- Reviewed data quality issues and coordinated corrections, reducing friction during reporting preparation.
- Prepared test analysis and performance summaries, giving teams timely evidence for campaign discussions.
- Presented findings through concise materials, making quantitative results easier for nontechnical partners to use.

PROJECTS

Acquisition Campaign Measurement Framework 📅 2024

Created a reusable framework for campaign planning, test design, control comparison, financial evaluation, and executive reporting across acquisition initiatives.

Marketing Profitability Reporting 📅 2022

Connected campaign performance, audience results, and profitability measures through recurring dashboards and documented reporting workflows for stakeholder review.

LEADERSHIP & AWARDS

- Recognized by senior leaders for clear campaign recommendations and practical financial performance storytelling.
- Selected to mentor analysts on analytical methods, documentation standards, and stakeholder communication.
- Trusted by cross functional partners to resolve reporting quality issues and clarify measurement decisions.

EDUCATION

Master of Science in Analytics

University of Illinois Chicago 🎓 GPA: 4.0 📅 2018 📍 Chicago, IL

Coursework: Statistical Modeling, Predictive Analytics, Database Management, Business Intelligence

CERTIFICATIONS

- Snowflake Hands On Essentials 📅 2025
- Google Data Analytics Certificate 📅 2022

TECHNICAL SKILLS

- **Programming Languages:** SQL, Python, SAS, R
- **Cloud Data Platforms:** Snowflake, relational databases, data warehouses
- **Data Integration:** ETL, data pipelines, data quality
- **Business Intelligence:** Dashboards, automated reporting, performance reporting
- **Marketing Measurement:** Campaign measurement, audience targeting, acquisition analytics
- **Experimentation:** Test design, control groups, post analysis
- **Predictive Analytics:** Predictive models, forecasting, profitability analysis
- **Database Analysis:** SQL queries, customer segmentation, data requirements
- **Financial Analytics:** Financial outcomes, investment evaluation, estimation proformas
- **Analytical Governance:** Documentation standards, audit readiness, measurement frameworks
- **Stakeholder Reporting:** Executive reporting, recommendation development, presentation materials

SKILLS

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|-----------------------|-------------------------|-------------------------|------------------------|
| • Marketing Analytics | • Predictive Models | • Dashboards | • SAS |
| • SQL | • Experiment Design | • Campaign Measurement | • R |
| • Python | • ETL | • Performance Reporting | • Relational Databases |
| • Snowflake | • Business Intelligence | • Financial Analysis | |

PROFESSIONAL AFFILIATIONS

- Member, American Marketing Association, with continued interest in measurement and customer growth analytics.
- Member, INFORMS, engaging with analytics methods, decision science, and responsible quantitative practice.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST