

Hannah Eldeen

State A, State B, & State C
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MARKETING & BI EXECUTIVE

Extremely motivated and forward-looking professional who combines user experience methodology with objective business intelligence data to design and optimize digital marketing and product positioning campaigns.

Leverage an entrepreneurial approach to identify strategies, tactics, and technologies that drive transformation, capture the customers' attention, and provide a solid competitive advantage. Inventor of the proprietary H.E.O. methodology that blends user experience design with analytics to provide deep insights into user behavior, successes, and opportunities. Partner with clients and stakeholders to devise strategic roadmaps in accordance with business requirements. Trained in data science principles and statistical analysis, including using R and Python with exposure to ML and NLP.

AREAS OF EXPERTISE:

- Human Experience Optimization (H.E.O.) Framework
- Business Intelligence/Analytics Reporting Solutions
- Statistical (Multivariable Regression) Analysis
- Strategic Planning & Roadmap Development
- User Experience Research & UI/UX Design
- Digital Marketing/Enterprise Digital Transformation
- Product Positioning & Brand Marketing
- Traditional & Emerging/Disruptive Channels
- Social Media Engagement & Web Analytics
- A/B Marketing & Promotional Campaign Testing

PROFESSIONAL EXPERIENCE

COMPANY A • City, State

Conceptualized and introduced Human Experience Optimization (H.E.O.) methodology, integrating user-experience design practices with data analytics to deliver highly refined solutions.

CEO & CHIEF CONTENT STRATEGIST • 2008 to Present

Nurture relationships with key clients across technology, consumer goods, luxury brands, pharmaceuticals, and other domains to understand vision and align solutions with goals. Serve as UX Designer for all new and redesign app/web projects. Design campaigns incorporating traditional and disruptive marketing techniques, referral programs, and affiliate campaigns. Network with journalists, key influencers, and industry experts, creating a two-way knowledge sharing channel.

Selected Achievements:

- Worked with a channel partner success agency to drive digital transformation for billion-dollar HCI, AI, and IoT clients, such as Client A, Client B, Client C, and Client D.
- Led a 13-person team of internal and remote staff in creating content, social media, and technical marketing products/programs backed by solid analytics, repeatable processes, BI platform, and robust support model.
- Triggered 30% increase in customer acquisition while slashing cost per acquisition by 50% with creation and execution of integrated digital marketing strategy leveraging Google AdWords, Facebook, and Instagram.
- Conceptualized and presented strategic marketing proposals to senior management to drive ROI by reengineering sales and social operations, leading to \$2M+ in annual revenue growth.
- Increased new leads 35% through targeted media placements in business/trade publications and social media paid ads.
- Spearheaded ethnographic research and customer segmentation of 10K survey responses to define target customers, determine positioning strategy, and design 10 experience elements.
- Delivered 5K+ signups at product launch by implementing waitlist and social media sharing referral program.
- Produced 115% organic growth in social media following by creating content and copy for social (Twitter, Facebook, Product Hunt, and Instagram) and e-newsletter; evaluated response to refine messaging and inform future content.
- Cut new user acquisition costs by 20% with implementation of social sharing features; streamlined user adoption, decreased development cycles by 25%, and increased release date accuracy by 20%.

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Company B • City, State

Oversaw marketing operations for Company B focused on researching, envisioning, and executing projects to achieve measurable results for retailers and brands.

CHIEF MARKETING OFFICER • 2013 to 2017

Integral contributor to creation of niche start-up that brought together community of 6,000 retail executives and thought leaders. Applied H.E.O. method to approach marketing from a customer-centric perspective focused on eliminating silos and integrating e-commerce and brick & mortar channels. Created e-commerce and after the cart user experience strategies to enable brands to grow and retain business. Managed four researchers and directed UI/UX design efforts.

Selected Achievements:

- Exceed growth target 15% by performing multivariable regression analysis to optimize advertising spend for \$100M+ retail company.
- Gathered insights from market trend analysis, organizational effectiveness diagnostics, competitive innovative trend insights, and interviews with senior stakeholders to build strategic plan for client with \$40B+ in revenue.
- Developed competitive intelligence and analytics reports to highlight trends and opportunities; generated insights on customer churn and renewal rates from data tables created from H.E.O. methodology.
- Conducted survey and performed quantitative analysis to confirm hypotheses on customer sentiment and purchasing trends; results defined future marketing strategies for clients.
- Produced \$24M in additional revenue for global sportswear company after conducting competitor and pricing analysis for new product.
- Executed financial and behavioral analysis to identify changes in assortment, distribution, and marketing, enabling upmarket fashion company to achieve \$400M in growth through improved customer targeting.
- Created comprehensive, 3D prototype of new retail environments in Unity.
- Maximized \$10M customer retention budget allocation of marketing spend across the U.S.

Company C • City, State

Led development and implementation of SEO and content strategy for key clients of this leading provider of product management and marketing training programs.

SEO MARKETING & SOCIAL ENGAGEMENT DIRECTOR • 2010 to 2012

Integral driver behind sales growth and customer acquisition efforts via web advertising and social strategies.

Selected Achievements:

- Boosted site traffic 250%, site engagement 7%, and lead generation 300% by cutting PPC campaign costs by 75% on a \$1M budget over the course of 18 months.
- Opened additional revenue stream by building and introducing online training platform.

CAREER NOTE: Additional experience as CEO of Company D, CTO & VP of Communications with Company E, SVP of Corporate Communications with Company F, CTO/Analytics & Web 2.0 Director with Company G, Director of Marketing & Client Relations with Company H, and Director of Web and Fashion Marketing with Company I. Details available upon request.

Education & Credentials

Technology Entrepreneurship (by personal invitation) – UNIVERSITY A, City, State

Communication & Cultural Anthropology – UNIVERSITY B, City, State

CERTIFICATIONS:

Salesforce (SFDC) Administrator (in progress), Google Certified Partner Agency (AdWords, Analytics, Digital Sales, Mobile), Facebook Marketing Partner Agency, Bing Ads Accredited Professional, Pragmatic Marketing Certified (PMC-II), Apple Developer, Agile/Scrum/Waterfall, Project Management Professional (PMP), Axure, Zeplin, InVision

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PROFESSIONAL DEVELOPMENT COURSEWORK:

- Managerial Economics and Business Analysis (6 courses) – UNIVERSITY C, City, State
- Data Science Toolbox – UNIVERSITY E, City, State
- Philanthropy University Certified in Social Sector Leadership – UNIVERSITY F, City, State
- Valuation: Alternative Level; Introduction to Finance; Programming for Everybody (Python) – UNIVERSITY G, City, State
- Game Theory I & Game Theory II: Advanced Applications – UNIVERSITY A, City, State
- Programming Cloud Services for Android Systems – UNIVERSITY K, City, State
- Content Strategy for Professionals I & II: Engaging Audiences for Your Organization – UNIVERSITY J, City, State

Technical Proficiencies

- UX:** Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom, Bridge, Sketch), Invision, Lucidchart, Cacao
- Data Analytics & BI:** Google 360 Analytics, Tableau, Adobe Analytics, Informatica, Google Data Studio, BigQuery, SQL, Zapier, Looker, Mixpanel, Amplitude
- Web Research:** Heap, Moz, Raven, Kiss Metrics, Crazy Egg, Optimizely, Lead Pages
- DevOps:** Amazon Web Services, Salesforce Developer, Google Big Query, SQL, API, Segment Analytics, Aha!, Other Agile PM Software
- CRM:** Salesforce, Mavenlink, Marketo, SharpSpring, Act-On, Mailchimp, Mandrill
- Financial:** Stripe, Xero, Excel
- Development:** HTML, CSS, PHP, Ruby, Rails, Swift, Python, C++, Perl, Python, React, R, Unity

Awards & Nominations

- 2017 Technology Leadership Nominee – PUBLICATION A
- 2017 Top CTO in City Finalist – PUBLICATION A
- 2017 & 2014 Leadership Award Nominee, Women in Leadership – ASSOCIATION C
- 2014 Title Award Nominee – UNIVERSITY
- 2014 Top Technology Influencer/Blogger – ASSOCIATION A
- 2014 & 2012 Women in Leadership – ASSOCIATION B
- 2011 Top 35 Under 35 in Technology – PUBLICATION A

Key Clients

- Channel Partners:** DevOps & Hype Converged Infrastructure: Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I, Client J, Client K, Client L, Client M, Client N, and Client O
- High-Tech/Mobile:** Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I, Client J, Client K, and Client L
- Biomedical/Pharma:** Client A, Client B, Client C, Client D, and Client E
- Consumer Brands:** Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I, Client J, Client K, Client L, Client M, Client N, Client O, Client P, and Client Q
- Non-Profit:** Client A, Client B, Client C, Client D, Client E, Client F, Client G, and Client H
- Luxury Brands:** Client A, Client B, and Client C