

# Michael Plunkett

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## Professional Summary

Results-driven analytics leader with extensive experience in data science, marketing analytics, and business intelligence. Adept at translating complex data into actionable insights, optimizing marketing performance, and leading high-performing teams. Strong expertise in BigQuery, Snowflake, Google Analytics, machine learning, and KPI measurement. Passionate about data-driven decision-making to drive revenue, improve customer engagement, and enhance operational efficiency.

## Core Skills & Expertise

- **Data & Analytics Leadership:** BigQuery, Snowflake, SQL, Predictive Analytics
- **Marketing Analytics:** GA4, GTM, SEO, SEM, ASO, Paid Media Strategy
- **Strategic Planning & KPI Development:** Data Roadmaps, Performance Measurement
- **Business Intelligence & Reporting:** Tableau, LookerStudio, Adobe Analytics
- **Operational & Team Leadership:** Knowledge Management, Training & Mentoring
- **Marketing Technology:** Marketo, Salesforce, AppsFlyer, Google Ads, Tag Management

## Professional Experience

### Director, Marketing Analytics

Shop Your Way | Chicago, IL (Remote) | June 2021 – Present

Shop Your Way, a Transformco company, is a rewards platform with over 7 million active members, integrating Citibank Mastercard, Raise.com Redemption, and Sears affiliates.

- **Analytics Leadership:** Lead a team of 4 analytics professionals, driving insights across digital properties and unifying multiple platforms into a customer 360 framework.
- **Propensity Modeling & Customer Retention:** Designed predictive models to identify high-value members and optimize engagement strategies, leading to double-digit increases in customer retention, win-back, and acquisition.
- **Sears Home Services Partnership:** Developed data-driven marketing strategies that enhanced in-home repair and service contract conversions, significantly improving customer lifetime value.
- **Performance & Growth Strategy:** Spearheaded measurement strategies, tracking product value and platform performance while enhancing acquisition and retention efforts.
- **Marketing Optimization:** Led digital marketing analytics for email, paid media, SEO, and app engagement, increasing member retention and app conversions.
- **Technical Infrastructure:** Streamlined complex technical architecture, improving data integration across multiple sources for enhanced business intelligence.

### **Vice President, Digital Marketing Manager**

Northern Trust | Chicago, IL | March 2019 – May 2021

- Developed and implemented KPIs and data-driven insights to support marketing initiatives and asset management strategies.
- Automated data reporting, improving business unit visibility and strategic decision-making.
- Led the implementation of a cross-functional knowledge-sharing initiative for data visualization and reporting using Tableau.

### **Director, Strategy and Analytics**

Merge World | Chicago, IL | April 2018 – January 2019

- Scaled analytics capabilities, doubling the team within six months.
- Built a data warehouse using Snowflake to enhance reporting accuracy and operational efficiency.
- Provided data-driven insights that helped secure a \$22M national media buy for Marco's Pizza.

### **Director, Analytics**

Leo Burnett Group | Chicago, IL | August 2017 – April 2018

- Managed a team delivering analytics-driven insights for SEO, media, and creative optimization.
- Built automated analytics models to streamline campaign measurement and improve efficiency.

### **Manager, Analytics**

Legacy.com | Naperville, IL | August 2014 – August 2017

- Led the transition to GA360 for 1,400 affiliates and developed a company-wide GA training program.
- Launched Tableau Server and automated data streams, creating efficiencies in reporting.
- Drove a 2x increase in flower sales through A/B testing and eCommerce optimizations.

### **Education & Certifications**

Bachelor of Business Administration (BBA), Advertising and Promotions

Western Michigan University, Kalamazoo, MI

- Google Analytics Certification (GAIQ)
- Google Tag Manager Certification
- DePaul University CIMA Interactive Marketing Certificate
- Python for Data Science Certification