BRETT CAMPBELL – DATA SERVICES EXECUTIVE

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Summary

Marketing technology expert with strong project management and business acumen seeking opportunities to introduce and operationalize new systems for clients.

Experience

Global Marketing Technology Program Manager   **11/2015 – Present**
Fisher Investments, Camas, WA

Tag management, GDPR SME, vendor platform integrations, digital strategy and analytics advocate, web production lead for EU markets, web analytics solution architect, JIRA administrator, tech vendor selection and onboarding for EMEA and NAR

Director of Data Services   **10/2011-11/2015**
CMD, Portland, OR

Solution architect using Google Analytics, Tealium, GTM, SiteCatalyst. Client data mart architecture, involving third party APIs, ETL in PHP and SSIS, and use of SQL Server and MySQL platforms in AWS. Data visualization strategy and systems, using PHP, jQuery and Tableau Server. Strategist for marketing technology integration to address competitor analysis, social listening, marketing automation and audience targeting, analytics department manager

Owner, Technology Partner   **2005-2008**
Unfurl Consulting, Portland, OR

Responsible for website development, small business network administration, ecommerce, graphic design, contract development, and client relationships.

Contract Developer   **2006-2007**
Volt Information Sciences, Portland, OR

Database development, network deployment, project support for a local inline high school startup company.

Programmer/Analyst   **2004-2006**
Columbia Distributing, Portland, OR

Website development, solution design of sales reporting in AS400, MSSQL and Cognos BI (OLAP), web application development for salesforce resource tracking.

Business Systems Analyst   **1998-2003**
First Consumers National Bank, Beaverton, OR

Reporting assessment, compliance resolution, systems automation, staff management, customer service, Oracle relational database administration, programming.

Education

Portland State University ('08-'14) – BS, Economics

University Honors College curriculum, Behavioral economics, marketing for non-profits, history of economic thought, Editor of *The Rearguard* (a campus news publication).

Select Projects

Jira Workflow Management for Marketing (Jira, Confluence) –
Introduced ticket-based task management, including custom workflow design and documentation best practices. Set Jira as the standard method for 3rd party vendor project management.

Web Analytics Implementation (Adobe, Google, Tealium) –
Solution design and coordination of Tealium-based analytics implementation across all web properties for Fisher Investments, spanning four different website architectures and development agencies. Ongoing real time data layer development.

Selligent Integration (Selligent, Sitecore, PHP) –
Solution architect for migration of lead form data collection from custom SQL Server systems to Selligent, enabling lead nurturing campaigns.

Fisher Investments User Privacy Component (Tealium, JS) –
Integrated solution for the disclosure of tracking technologies, acquisition of consent and presentation of user preference manager using Tealium extensions, across 11 countries with varying languages and regulatory requirements, all in one profile.

JELD-WEN.com (Tealium, SiteCatalyst, Google Analytics, Silverpop) –
Oversaw deployment of Tealium on JELD-WEN.com web properties. Demonstrated capabilities which led to adoption of Google Analytics in lieu of SiteCatalyst.

Intel.com vPro B2B/B2C (Tealium, BlueKai, Google Analytics, Eloqua, DFA) –
Provided digital strategy for aligning consumer tracking and funnel stage processes with Tealium to coordinate activities between DFA, LinkedIn, Eloqua, BlueKai and 3rd party vendor sites.

CMD "Insight" Client Dashboards (SQL Server, Tableau, SSIS, JS, PHP) –
Developed a proprietary dashboard delivery portal for client access. This platform is now in use for all CMD clients. This platform is also used to configure and schedule routine API data queries for Google Analytics, Facebook, YouTube, and Instagram.

Instrumentation Strategy (GTM, Adobe Dynamic Tag Management, Tealium) –
Established practices and managed all aspects of agency-wide link tracking for all marketing technology platforms in use. Developed link instrumentation tools in Excel for Google Analytics, SiteCatalyst, and Silverpop.

Skills, Proficiencies, Training

PHP, JS, CSS, C#, JSON, XSL, HTML	Microsoft SQL Server Product suite
Google Analytics IQ	Git, Jira, Basecamp, SharePoint
Tealium iQ Advanced Deployment & Solutions	IIS, Apache, LDAP
Certification	Azure, AWS
Eloqua Masters Certified	Highcharts.js, D3.js, DataTables.js
Adobe Analytics Implementation	Linux, OSX, Windows Server
Silverpop Fundamentals Certified	Series 65

Adtech Platform Experience

Google AdWords	Liveramp	Ligatus	Yahoo
Bing	Facebook	Taboola	DoubleClick
Optimizely X	LinkedIn	Adform	AirPR
Outbrain	Twitter		