

JEFFREY T GREENE

Marketing and Data Analyst | Customer Success

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PROFESSIONAL SUMMARY

Results-driven Marketing Analytics Manager with over 10 years of experience in data-driven marketing and customer insights. Proficient in SQL, Python, and Google Analytics, achieving a \$20K revenue boost in just six months through targeted local campaigns. Skilled in enhancing client capture rates by aligning CRM strategies with marketing goals. Committed to delivering actionable insights and optimizing marketing performance, positioning to drive growth and strategic decision-making in a dynamic business environment.

PROFESSIONAL EXPERIENCE

BROOKS BROTHERS FLATIRON SHOP- FLAGSHIP, NEW YORK, NY

2/2012-11/2018

Performance & Customer Analytics Associate

- Led daily and weekly performance reporting across marketing, sales, and customer channels by consolidating POS, CRM, and campaign data into Tableau dashboards, improving visibility into revenue, conversion, and customer KPIs for leadership.
- Analyzed post-campaign and promotional performance using A/B testing, variance analysis, and lift calculations to identify drivers of conversion, engagement, and ROI.
- Built audience and channel performance reports using SQL and Python to segment customers, evaluate targeting effectiveness, and inform optimization and budget allocation decisions.
- Produced executive-ready performance decks and one-page summaries translating complex analytics into clear insights for rapid decision-making.

FACONNABLE, US- 5TH AVE FLAGSHIP, NEW YORK, NY

08/2010-02/2012

Omnichannel Marketing Analytics Lead

- Designed and maintained standardized Tableau dashboards tracking campaign performance, creative effectiveness, and funnel metrics across multiple channels.
- Tracked creative performance across high-volume variant sets, delivering data-driven feedback to marketing and creative teams that informed iteration and optimization.
- Supported budget pacing and forecasting by modeling weekly spend projections and performance trends to reduce inefficiencies and improve planning accuracy ensuring the right amount of coverage was present throughout the day.
- Delivered same-day ad-hoc analyses using SQL and Tableau to support time-sensitive marketing and operational decisions enabling store leaders to implement real-time actions for the betterment of the business.

BROOKS BROTHERS- LINCOLN CENTER, NEW YORK, NY

04/2008-08/2010

Customer Insights & Business Intelligence Analyst

- Built SQL-driven reporting pipelines and Tableau visualizations to transform fragmented datasets into actionable insights on customer behavior and performance trends, empowering managers to make better decisions for the business.
- Conducted conversion and funnel analysis to identify drop-offs and friction points, informing recommendations that improved customer retention by 5%.
- Implemented data validation checks and investigated discrepancies across platforms to ensure reporting accuracy and metric consistency which provided a better snapshot of associate and store performance and their correlation.
- Documented metrics, definitions, and analytical insights to support knowledge sharing, scalability, and cross-functional alignment.

CAPSTONE/PROJECT

"VITAL-A-TEA"- Strategic Brand Management

03/2024-05/2024

Southern New Hampshire University

- Analyzed primary market research data from 500+ survey respondents to identify target customer segments for "Vital-A-Tea" a D.I.Y. health beverage, utilizing statistical analysis to determine optimal market positioning and pricing strategies.
- Performed thorough competitor analysis with Excel pivot tables and data visualization to compare 15+ competitor offerings across critical metrics (price, ingredient profile, market share) and determine gaps and opportunities in the markets.
- Developed data-driven brand positioning approach by integrating survey findings, demographic information, and competitor intelligence into an evidence-supported set of recommendations used to guide go-to-market approach and messaging framework.

RELEVANT SKILLS & EXPERTISE

Data Tools/Languages: SQL (BigQuery, MySQL, PostgreSQL), Python, R (RStudio), Tableau, Microsoft Excel, Google Sheets
Data Management: Data Collection, Data Cleaning, Data Analysis, Data Visualization, Statistical Analysis, Business Intelligence, Data Ethics, Dashboard Creation
Marketing Analytics: Google Analytics, Google Ads, SEO/SEM, A/B Testing, Customer Segmentation, Performance Tracking
Software Platforms: Microsoft 365 Suite, Google Workspace, Optimizely, Canva, HubSpot, Zoho CRM, Zoom, Slack
Generative AI: ChatGPT, Gemini, Perplexity, Claude by Anthropic, Grok Manus, Notion

CERTIFICATIONS

GenAI Essentials Customer Success- <i>CustomerSuccessU</i>	04/2026-04/2026
Certified Customer Success Specialist- <i>CustomerSuccessU</i>	05/2025-06/2025
Data Analytics Professional Certificate- <i>Google via Coursera</i>	05/2025-07/2025

EDUCATION

Bachelor of Science- Marketing (<i>specialization Digital Marketing</i>)- GPA-3,2	01/2021-05/2024
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