

Lindsay LaRocque

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Marketing and Analytics Expert

A passionate professional with a love for all things data and marketing. Constantly learning new subject matters. Enjoys a good problem to be solved in a logical, creative manner.

Education

Master of Science

Information Systems -
Technology Innovation &
Entrepreneurship

University of Colorado, Denver
Business School

Bachelor of Arts

Communications -
Information Technology

University of Denver

Expertise

Marketing

- Customer Data Platforms (CDPs)
- Behavioral Analytics
- Marketing Automation
- A/B Test Optimization
- Mobile Attribution
- Customer Relationship Management (CRMs)

Data

- Analysis, Reporting, Dashboards, & SQL
- User-based Event Taxonomies
- Data Flow & ETL Strategy

General

- Process Improvement
- Project Management
- Business Consulting
- UX/UI Design
- Graphic Design

Experience

Mammoth Growth

Remote

Director of Client Services

Oct 2022 - Present

- Managed a portfolio of clients and talent to achieve business objectives in marketing, growth, and product
- Oversaw company partnerships with a multitude of martech companies including Segment, Mixpanel, Rudderstack, and AB Tasty

Senior Consultant

Sep 2021 - Oct 2022

- Led complex growth marketing projects including martech stack solutioning, tool implementation, and marketing optimization strategy
- Mentored and coached multiple cohorts of analysts in all areas needed to be a successful consulting inclusive of both technical knowledge and soft skills

Growth Marketer & Data Analyst

Oct 2019 - Sep 2021

- Assisted in and consulted on the implementation of marketing technology for over 60 companies across behavioral analytic, CDP, mobile attribution, and marketing automation tools

Inspirato

Denver, CO

Business Intelligence Manager

Jun 2017 - Apr 2018

- Created and led a program to train non-analysts in data and Tableau to democratize the usage of Tableau for reporting and analytics needs
- Built and maintained a central data governance strategy encompassing the entire organization's data documentation and key metric definitions

Business Intelligence Analyst

Nov 2016 - Jun 2017

- Collaborated with all areas of the business to build and design all reporting dashboards in Tableau
- Worked with marketing, sales, project, and executive teams to define key metrics

Associate BI Developer

Jun 2015 - Nov 2016

- Migrated an entire suite of reporting dashboards from Microstrategy to Tableau

KIOSK Information Systems

Louisville, CO

Business Analyst

Dec 2012 - Jun 2015

- Gathered and documented requirements for clients to be used by an Agile software development team

Marketing Representative

Sep 2011 - Dec 2012

- Executed marketing campaigns across various channels including social media, email, and in-person events