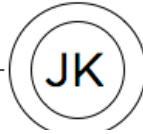


# JOSHUA AARON KOTOWSKI

**ADDRESS** 4834 N. Kedvale · Chicago, IL 60630 **PH** 312.622.1708 **eMAIL** JoshuaKotowski@gmail.com



## Core Competences and Skillsets: Data-Driven Digital and Performance Marketing Leader

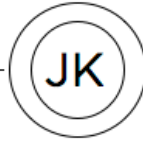
- **Marketing SME/ Performance Marketer** - Passion for digital performance marketing backed by data and the application to solve and reach business objectives.
- **Marketing Attribution Specialist** – Application of first, last and multi-touch attribution models plus Media Mix Modeling
- **Data Analytics Specialist** - Data-driven value decision maker with vast web, digital and customer analytics capabilities and with a variety advanced data initiatives.
- **Creative Technologist/Content Strategist** - Ability to bridge gaps between business, creative and technology to deliver on-point optimized solutions.
- **Digital/Data Strategist** - Stitching data for segmentation. Utilizing real time enabled logic technology (Mar tech stack) within journey stage combined with advanced analytics for optimized KPI's, attribution and allocation. Includes content strategy/marketing. Leverage data and tech to guide strategic business decisions and optimize organizational performance.
- **Qualitative and Quantitative Research and Testing SME** – co-lead for all new test and learn data driven optimize programs for North America and global markets.
- **eCommerce Specialist** – Utilizing techniques such as custom landing pages/ custom funnels based on behavior and customer profiles to increase ROI and reduce fallout/drop off.
- **CRO Lead Specialist** – A/B Multivariate testing and data driven optimization
- **CRM Specialist** – Having the mindset to develop effective marketing automation strategies and designing workflows of persona building and expected performance increase utilizing relevant, personalized and targeted messages.

## Select Achievements

- Over 15 industries of marketing media optimization and attribution
- 8 Global Markets leading campaign and marketing optimizations
- Over 25 clients of paid, owned and earned creating measurement frameworks and forecasts to ensure goals are reached
- Accountable for leading teams that produced incremental revenue of over \$600M in 2021 by utilizing rigorous Data-Driven Optimization techniques (A/B, Multivariate testing, segment/persona personalization). An Incremental lift of 250%.
- Implemented Cloud Computing and Tech Stack connection pipelines which reduced costs and increase ROAS/ROI (18% Lift in ROI) by utilizing ETL (Extract, Transform & Load) processes with multiple data sources into an authoritative Customer Data Warehouses for segment content personalization.
- Automated multiple real-time holistic reporting and insights, both customer and channel, which enabled clients to review the current story and make actions real time based on hypotheses and optimization recommendations. (~.05 lift over benchmarks month over month).
- Lead in the creation of unified data stitching project to connect various ID's via Redshift for Marketing Attribution, Optimization and allocation using Redshift
- Increased traffic (+~20%) and app start rate and reduced fallout (~15%) using optimization techniques on paid, owned and earned media that resulted in an incremental sales lift of 30%.
- Oversaw data engineers to correct and implement additional tagging on assets of a website which increased level of utilization of the web analytics tool and available metrics for reporting by +65% within the total tool's maturity.
- Central Region Lead who led and inspired a team of 23 colleagues who had the largest data margin increases YoY for 4 years straight.
- Have not lost at the board game Monopoly since 1986.

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## EDUCATION

St Josephs College, Business Management, May 2001  
Market Motive, Web Analytics Master Certification, July 2011  
Multiple Northwestern Kellogg Certifications

## CAREER EXPERIENCE OVERVIEW

### GlueIQ | Sr. Director, Strategy & Analytics | Chicago/Miami | March 2023 - Present

- Agency head of strategy and data analysis performance marketing for multiple clients ranging in industries.
- Performance marketing optimization lead using data strategy and measurement to play a key role to reach measurement plans including objectives, KPIS, segments/goals/targets.
- Lead of marketing collaboration projects to connect performance results from different data sources and segments in a unified format based on acquisition, behaviors and outcome stitching.
- CRO – Conversion Rate Optimization A/B multivariate testing lead
- End to End Marketing Attribution

### WPP Mediacom| Global Director, Business Science | Chicago, IL. | June 2022-March 2023

- Global Team lead for multiple strategic qualitative awareness models based on correlation models such as time series, UAC and aided awareness.
- Media Mix Model Team Lead – Attribution Analysis
- Media planning and budgets with multiple segments and countries.

### Razorfish/ Publicis Sapient | Director, (Central Lead) Data Science and Analytics · Chicago, IL. | Sept 2011 – April 2022

- Central team lead of 23 data team members.
- Provide digital strategy & holistic end to end performance marketing analytics leadership to the client, account, creative, UX & media teams.
- Data Strategist stitching different sources for advanced measurement and optimizations including Database Performance Activation
- Agency co-lead for quantitative and qualitative segment and content A/B and multivariate testing.
- Define, grow, and guide the overall direction and advancement of business intelligence capabilities of the analytics, tech and strategy teams.
- Provide analysis that informs and improves the effectiveness of the planning, execution, attribution and optimization of marketing strategy.
- Conduct marketing assessments, quant/qual research for driving deliverables within the marketing strategy and planning process.
- Utilize elasticity algorithms for proper allocation and attribution of marketing cross channel campaigns. Work within Marketing tech stacks and CDPs to create, manage and implement flow of data off all inputs and outputs.

### AbelsonTaylor | Senior Digital & Interactive Media Planner/Strategist · Chicago, IL | May, 2007 – Sept 2011

- Developed, managed & optimized dynamic multi-channel projects and campaigns. Marketing mix modeling lead. Identify marketing problems, perform research, analyze trends/results to determine strategic implications including competitive assessments.

### QInteractive | Sr. Media Buyer & Planner · Chicago, IL | 2006 – 2007

- Managed multiple digital affiliate marketing campaigns for various clients. Specialized and lead in affiliate, Search Engine Marketing (SEO/SEM), eMail, display & lead generation (co-reg), CRM marketing efforts.

### Peel | Marketing Manager eCommerce · Evanston, IL | 2001 – 2006

- Managed a team of media buyers/planners

## PERSONAL STRENGTHS

Integrated agency experience | Passion for the changing digital landscapes | Self-educated on the trends in consumer behaviors & inventive way to reach a targeted audience | Comfortable with all things digital and Traditional including web, search, mobile, display, social, location, apps, CRM & eMail | A teacher who can educate & inspire

## PROFESSIONAL TECH SKILL SET (Past and Present)

Site and Campaign Analysis Reporting tools: Full Adobe marketing stack (Analytics, Campaign, DWH, Target, DTM, AEM, etc.) | Google | Tableau | Power BI | Looker || Advanced Analysis: Python, BigQuery | Website Testing: Optimizely/Target | Tealium | SEOmoz | DoubleClick Dart & AtlasDMT technologies | Forrester | Manhattan | Dynamic Logic | Insight Express | Nielsen | @Plan | AdRlevance | Google Insights & Trends | Ad Planner | Touchgraphs | Survey software | Machine Learning | Photoshop | Basic HTML | Python | SQL | Microsoft Office: Word, Excel, PowerPoint | Keynote | Intermediate SPSS | MAC OS X & MS Windows | Intermediate R | Protocols | Logic Pro | Terminal |

## PROFESSIONAL AFFILIATIONS (Past and Present)

MarketMotive | Web Analytics Demystified | CIMA (Chicago Interactive Marketing Association) | Google Qualified Individual | Tealium Certified | Optimizely Certified | Google Analytics Certified

## PERSONAL ACHIEVEMENTS

NCAA Division II Soccer & Baseball player, Soccer & Baseball Team Captain | Tutor for Mercy Home for Boys & Girls | Chicago Polar Bear Club (NFP) committee member | Certified Yoga Teacher | HeartsATwork charity work | Former Member of Tae Kwon Do (Black Belt) | Music Teacher (Guitar & Piano) | Soccer Coach