
PROFESSIONAL SUMMARY

I love solving problems- taking something complex and making it clear, useful, and impactful. With over a decade of experience in Analytics and UX, I bridge the gap between data, design, and strategy to create solutions that people actually use. As an introvert, I focus on listening first, making thoughtful decisions, and creating space for others to contribute. I focus on what matters, helping teams work smarter and solve problems more effectively. I thrive in gray space, connecting the dots to create solutions that make sense for both users and the business.

WORK EXPERIENCE

CVS Health, Remote

Oct 2018 – Present

DIRECTOR DATA EXPERIENCE TEAM

Aug 2023 – Present

Founded and scaled the Data Experience Team, embedding design thinking into analytics workflows to deliver impactful dashboards and reporting across \$350M+ in enterprise initiatives growing the team from 1 to 7 designers.

- Facilitated cross-functional design sprints with stakeholders and technical audiences to prototype analytics tools, generate personas, and map customer journeys cutting product delivery time by 38%.
- Led the development of a Data Storytelling Toolkit with an estimated cost savings of \$1M, modernizing design processes and creating reusable components increasing design parity by 20% and design efficiency by 30%.
- Defined the vision, crafted roles and responsibilities, led hiring efforts, and developed workflows while managing on-going projects and generating new business opportunities expanding the portfolio from 2 to over 15 initiatives.
- Designed and implemented development pathways for junior designers filling a gap in our organizational career framework, resulting in 100% retention rate for the team and increased productivity.
- Driving a forward-looking vision for integrating AI across the design process- evaluating emerging platforms like UX Pilot, FigmaAI, and more to identify the right tools at the right moments, streamline end-to-end workflows, and scale team impact.

MANAGER TO SR. MANAGER LOYALTY AND PERSONALIZATION

Oct 2018 – Aug 2023

Completed SQL courses to pivot into a data-centric role, enhancing technical skills while applying expertise in consumer insights and marketing performance. Strengthened ability to communicate across diverse stakeholders.

- Quantified financial and customer impact of a loyalty club offering valued at \$20M, prompting approval of a new program that improved renewal likelihood by 3 points and increased customer satisfaction by 4 points.
- Developed strategic roadmap for integrating third-party mobile location data to proactively identify churn drivers, leading dataset analysis, determining pilot, and outlining scalable implementations aligned with the business and \$0.5M in savings.
- Championed initiative to align business partners and Data Strategy, consolidating key customer assets to identify critical data gaps and prioritize enhancements. Designed roadmap for data integration that delivered a unified, 360-degree customer view.
- Leveraged SQL to mine campaign data and deliver actionable insights that optimized messaging, creative layouts, and timing to improve financial performance generating readouts shared with Marketing up to the VP level.

Nielsen, San Francisco/ Remote

Jan 2013 – Oct 2018

MANAGER TO DIRECTOR OF ANALYTICS & INSIGHTS

- Lead strategist for high profile Tech/Telecom clients including Samsung, Verizon, and others. Main point of contact for all major accounts guiding the development of pitch decks and strategic narratives.
- Partnered with key stakeholders to define and optimize KPIs, leveraging a blend of advanced survey research, network performance analysis, and behavioral analytics to shape organizational marketing strategy and improve decision-making.
- Increased client revenue base 3x and created a net new revenue stream by packaging analytical support into service tiers.
- Remotely managed dispersed Analytics team of 10+ analysts across the US and India.
- Spearheaded the Analytics team's transition from Nielsen to HarrisX during a 2017 acquisition, implementing effective change management strategies to retain 100% of revenue and talent while ensuring seamless operations.
- Led the development and execution of an entry-level analyst training program, equipping them with the skills to take on senior roles resulting in 75% of my direct reports receiving a promotion in the first two years.

STACY YONTZ

Cox Communications, Warwick, RI

Oct 2008 – Dec 2012

INTERN TO SR. RESEARCH ANALYST

- Instrumental in shifting marketing away from traditional product centric targeting to a more personalized lifestyle segmentation scheme increasing campaign relevance.
 - Directed multi-wave, multi-tactic direct mail campaigns for 5 field markets, leveraging A/B testing and analytics to optimize creative strategies and drive significant cost savings.
 - Aided in construction of multiple focus groups, in-depth interviews, and quantitative analysis for projects impacting packaging, customer experience, and print creative.
 - Co-chaired the Women in Cable Telecommunications (WICT) New England Chapter, driving cross-functional relationship building, career progression, and workplace productivity initiatives across the organization.
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EDUCATION

Bachelor of Science in Management | University of Rhode Island

2009

Bachelor of Science in Marketing | University of Rhode Island

2009

Marketing Valedictorian and Presidential Award Recipient

PROFESSIONAL SKILLS

Stakeholder Management	Team Leadership	Strategy Development	Storytelling & Visualization
Cross-Functional Collaboration	Change Management	Remote Leadership	Negotiation & Persuasion
Human Centered Design	Market Research Methodology	KPI Development	UX Research

TECHNICAL SKILLS

Microsoft Suite	Figma	Miro	SPSS
SQL	Tableau	MicroStrategy	Jira

PROFESSIONAL DEVELOPMENT

Introduction to SQL | Codecademy

2018

Google Cloud Certified Cloud Digital Leader & AI Essentials | Google

2024

Design Thinking: The Ultimate Guide & AI for Designers | Interaction Design Foundation

2024