

Axel Playner

Greater Chicago Area

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Summary

“The Tableau Guy”. Forever a student. Full service data architect, ETL expert, visualization engineer, and analyst. Trilingual background (French, English, Spanish). Part of Tableau's Speaker Bureau Program.

Consultant experience creating and managing search ads, video ads, shopping ads, and email campaigns across Google Ads, Bing Ads, Facebook Ads, and MailChimp.

Experience

Sr. Data Analyst - Holistic Captaincy

The Hershey Company

Mar 2020 - Present (1 year 1 month +)

- Working data partnership between Hershey's and its retailers (Target, Sam's Club, Kroger) with the end goal of capturing the full customer journey (web, app, in-store) and its flexion points of opportunities for optimization.
- Worked under the direction of the Category Management/Holistic Captaincy leadership team at Hershey's.
- Ran in-depth analysis and created interactive dashboards highlighting the effects of COVID-19 on CPG online performance. (Adobe Analytics, Target Domo, Tableau)
- Built out data infrastructure from scratch to feed executive dashboards (SQL, Alteryx, Databricks, PySpark).
- Built and presented executive dashboards to senior client teams and internal category management leadership (SQL, Tableau).
- Led analytics initiative for data migration from various storage locations to comprehensive data lake (DataBricks, PySpark).
- Tools used include: Adobe Analytics, MS SQL Server/Studio, Tableau, Domo, Android Studio, Microsoft Excel, Fiddler, Charles Proxy, Alteryx Designer, SQL, Alteryx, Databricks, PySpark.

Digital Marketing Consultant

Aracari Apps

Aug 2020 - Present (8 months +)

Facebook Ads, Google Ads, Bing Ads, Email Marketing (MailChimp), Web Analytics (Google Analytics, Adobe Analytics), Visualizations (Google Data Studio, Tableau), Data (Alteryx, SQL)

Lead Analyst

iProspect

May 2019 - Mar 2020 (11 months)

Leapfrog Online officially became a part of iProspect in May 2019.

- Tools used include Tableau, Adobe Analytics, Omniture, Google Analytics, MDS, SQL MS, Automated Insights (HTML), Conductrics, Power BI, STAT (SEO), Google Data Studio (GDS).
- Led the creation of dashboards, complex views, and brand-friendly templates in order to assist media and account teams in analyzing, presenting, and optimizing our clients' marketing campaigns.
- Centralized goal-oriented KPI's from multiple sources into one location using Tableau and SQL language.
- Created forecasts across all campaigns based on previous years' data, accounting for demand changes according to seasonality, holidays, as well as days of the week.
- Worked day-to-day with cross-functional teams across several agencies to perfect our reporting strategies and constantly QA data and processes across client views.
- Performed and analyzed landing page tests via the LFX Platform, with the goal in mind of improving clients' conversion-oriented interactions on their hosted sites.
- Clients include(d) Wolverine, Levi's and Docker's, Estee Lauder & Co, NRG, Chamberlain University (formerly DeVry), Rogers (CA), Choice Hotels, and Comcast B2B, among others.

Marketing Insights Analyst

iProspect

Jul 2018 - Apr 2019 (10 months)

- Created dashboards, views, and templates in order to assist media and account teams in analyzing, presenting, and optimizing our clients' marketing campaigns.
- Used Tableau and SQL language to centralize goal-oriented KPI's from multiple sources into one location.
- Created forecasts across all campaigns based on previous years' data, accounting for demand changes according to seasonality, holidays, as well as days of the week.
- Worked day-to-day with cross-functional teams across several agencies to perfect our reporting strategies and constantly QA data and processes across client views.
- Clients include(d) Rogers (CA), Choice Hotels, Levi's, Estee Lauder (and associated brands), Tom Ford, Clinique, Adtalem, Chamberlain University, and Comcast B2B, among others.
- Tools used include Tableau, Adobe Analytics, Google Analytics, MDS, SQL MS, Automated Insights (HTML), Conductrics, Power BI.

Media Specialist

iProspect

Aug 2018 - Oct 2018 (3 months)

- Monitored and optimized all of the media (display, paid search, social) campaigns in my client's given business units, in addition to running insights and analysis for other teams.
- SEM results controlled and observed using Search Ads 360, Google AdWords, as well as Bing Ads.
- Decreased client's average conversion cost by over 70%.

Digital Marketing Analyst

Uline

May 2017 - Jul 2018 (1 year 3 months)

Bilingual analyst and campaign management role of both United States, English-Canadian, and French-Canadian markets, revolving around the returns of paid search and organic search (SEO) campaigns.

Platforms used include Google Ad Words, Bing Ads, Google Analytics, DoubleClick (DART), SaaS, as well as advanced Microsoft Excel and Access use.



Outside Sales Consultant

UniFirst Corporation

Nov 2016 - Apr 2017 (6 months)



Business Development Representative

Groupon

Aug 2015 - Nov 2016 (1 year 4 months)

- Approached potential clients in the leisure industry across all of North America.
- Engaged in conversations with CEO's to evaluate potential marketing strategy where Groupon would be a vital partner. Converted these clients to Groupon's marketing platform.
- Researched market trends for different demographic areas, and used these to find new leads that maximized revenue.
- Lead negotiator in client contacts; developed customized digital marketing and advertising campaigns for my clients, tailored to their specific businesses.
- Significant role in strike forces concentrated around summer and fall festivals, as well as higher-tier golf courses across North America.

Education



Indiana University - Kelley School of Business

Bachelor of Science (BS), International Business, Business Management

2011 - 2015



Indiana University Bloomington

Bachelor of Science (BS), Business Management, International Business

2011 - 2015

Double Major in Business Management and International Business

I-CORE, the core business classes involved a semester of rigorous studies in Marketing, Strategy, Finance, and Operations Management to help shape my business skills.

Set up various builds and events (such as marathons) to help fund Habitat for Humanity, a club dedicated to making sure everyone has a home.



Lincoln Park High School

International Baccalaureate Diploma, Advanced Chemistry and Math

2007 - 2011

Earned my International Baccalaureate Diploma with a specialization in Advanced Math and Organic Chemistry.

Skills

French • English • Management • Spanish • Marketing Strategy • Microsoft Excel • PowerPoint •
Public Speaking • Microsoft Office • Teamwork