THERESE MORIARTY

https://eyeful.us
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646 573 8904

ABOUT ME

I visualize data to help businesses make smarter decisions. I can develop systems, design dashboards, and train your staff to give you full visibility into your company's performance.

RECENT EXPERIENCE

eyeful LLC | January 2017 — Present
A data consulting company.

Eko (f.k.a. Interlude)
An interactive video and technology company.

Lead Analyst | July 2015 — November 2016
- Analyzed historical performance and ran A/B/n, mutlivariate tests to examine viewer interactions. Recommended product changes that yielded major gains in viewer engagement (↑**29%**), subscriber enrollment (↑**49%**), and session duration (↑**126%**).
- Evaluated potential vendors and products to enable continued maturity of analytics tools and safeguard data integrity. Successfully internalized a BI platform to produce visually stimulating and informative dashboards at a higher volume and faster rate.
- Monitored, cleaned, and interpreted **>3B** data points of activity. Translated complex analytical work into easily-digestible reports and actionable recommendations for internal and external clients.

Technical Project Manager | January 2013 — July 2015
- Oversaw the technical execution of interactive video campaigns for major brands and entertainment entities. Served as the primary technical liaison between clients and the Interlude development team.
- Introduced a new tracking protocol and dashboard experience for content delivered via programmatic ad serving. Led integration efforts to make the Interlude video player compliant with VAST/VPAID technology and other ad products/platforms.
- Conceived and implemented solutions for mobile compatibility, market localization, impaired access, and secure environments.

TECHNICAL SKILLS

Analytics Services and Testing
Google Analytics, Mixpanel, Webtrends, Adobe Omniture, and SAS. Optimizely.

Social Media and Marketing
Facebook Insights and Twitter Analytics. CrowdTangle and Sprout Social. comScore, Nielsen, and GfK. Google AdWords.

Business Intelligence
Google Sheets and MS Excel.

Presentations
Google Slides and MS PowerPoint.

Project Management and Development
Asana, JIRA, Trello, and Basecamp. Chrome DevTools. Bitbucket and GitHub.

Content Management Systems
WordPress, Drupal, and Movable Type.

Online Video Hosting and Publishing
YouTube, Brightcove, and thePlatform.

Graphic Design and Video Editing
Adobe Illustrator, Photoshop, Premiere, and After Effects. Final Cut Pro X. Wochit.

Languages
Familiarity with SQL, Pandas, Python, JavaScript, HTML, JSON, XML, and PHP.

EDUCATION

Data Science | General Assembly, 2016

BA Film Studies | Vassar College, 2005

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ADDITIONAL EXPERIENCE

iVillage.com
NBCUniversal's online destination for women.

Video Operations Manager | April 2012 — December 2012
- Presided over all video environments for a Web property that attracted **38M** unique visitors per month. Collaborated with Web developers to engineer the user experience, liaised with vendor services, and managed relationships with distribution partners.
- Researched and executed organic YouTube channel optimization strategies that expanded the subscriber base by almost **500%**.

Online Video Producer | April 2009 — April 2012
- Oversaw a content migration and new video player integration (with enhanced SEO and improved UX design) that resulted in a **200%** increase in weekly traffic.
- Advised on video specifications and capabilities for all technical products. Supported technical project/product managers to introduce new video technology and improve existing functionality.

Video Production Coordinator | March 2008 — April 2009
- Promoted referral traffic and user acquisition by partnering with content syndicators to distribute original video across external media networks.
- Collaborated with the Sales team to ideate new methods of monetizing original content. Established company-recognized standards and practices for sponsorships involving editorially-integrated video.

Video Production Assistant | August 2006 — March 2008
- Served as VideoCMS site leader, maintaining the video player and resolving technical issues. Managed a video content library consisting of over **10K** assets.
- Assisted with original video productions — conducting photo research, editing scripts, collecting permits and releases.

SPECIALTIES + INTERESTS

Data visualization and infographic design

Google Data Studio

Supermetrics

Klipfolio

SiSense

Grow BI

Tableau

PowerBI

Yellowfin

Dundas

Amazon QuickSight

Periscope