

# GERRY DAVIDSON

Oakland, CA 94611 | 415-533-5307 | gerrywdavidson@gmail.com | linkedin.com/in/gerrydavidson

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## MARKETING STRATEGY, ANALYTICS, AND INSIGHTS LEADER

Consumer Behavior Insights | Marketing and Media Research | Customer Success

- An innovative, resourceful, analytical digital marketing strategy professional with a proven record of success delivering impactful data-driven insights via data analytics and market research solutions.
- A creative, collaborative leader who consistently demonstrates dedication to driving ROI and process improvements through sound business acumen, technical solutions, and data analysis.
- Broad industry perspective gained via client-side, supplier-side, and consulting experience that enables both client-focus and voice-of-customer empathy.

### Strengths & Distinctions

Customer & Website Analytics \* Product Development \* Digital Media \* Digital Advertising \* Account Management \* Branding & Positioning \* Project Management \* Quantitative/Qualitative Research \* Vendor Management \* Account Planning \* Advertising Effectiveness \* Strategic Market Planning \* Process Improvement \* Data Modeling

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### KEY ACCOMPLISHMENTS

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- Proactively developed normative benchmarks for Microsoft's audience behavior analytics product that incorporated 100+ campaigns. Resulting benchmarks critical for legitimacy and context for results.
  - Successfully transitioned legacy phone-based monthly readership research to online panel-based methodology, saving \$60K against annual budget while increasing response rate and data quality.
  - Executed innovative early-stage global online focus group testing creative and messaging for an HP global rollout. Project saved client crucial time and cost while providing valuable insight.
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### PROFESSIONAL EXPERIENCE

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#### 2016 – Present: Freelance Product & Marketing Strategy Consultant | Self-Employed | Oakland, CA

Identify opportunities for strategic and tactical initiatives that capture market share and customer engagement. Projects involve:

- Business Operations: Deliver insights into customer behavior and website and product performance.
- Content Marketing Strategy: Driving qualified traffic, brand recognition, and revenue via SEM/SEO optimization.
- Audience Panel Management: Exploratory analysis of new products and services.

#### 2011-2016: Senior Manager, Consumer Analytics & Insights | MICROSOFT/AOL | San Francisco, CA

Drove client success by leveraging Microsoft's proprietary user data and other analytical tools across desktop, mobile, and Xbox platforms to improve audience engagement and grow advertiser accounts.

*Continued...*

*Microsoft/AOL, continued...*

- Supported \$40M+ in annual campaign revenues by integrating brand and marketing insights showcasing audience efficiencies among Fortune 100 client accounts (e.g., GM, Ford, BofA, Capital One).
- Successfully project-managed complex custom, global quantitative and qualitative product study for Skype.
- Delivered sound analytics and research solutions, incorporating best-practice recommendations to agency and advertiser clients that included video, mobile, and social listening capabilities.
- Championed custom audience analytics capabilities and insights among emerging accounts that led to increased levels of ad spend and diversity of media placement.

**2009-2011: Strategic Marketing Consultant | DEALIX CORPORATION | Redwood City, CA**

Led strategic marketing insights initiatives for leading automotive lead-generation digital network.

- Assessed market conditions and consumer demand to deliver competitive gap analysis, customer engagement recommendations, and product strategy insights to senior-level executives.
- Created an audience data platform, incorporating primary and syndicated research, which improved decision making and strategy development for sales, marketing and executive teams.
- Designed an in-house audience segmentation, customer journey and product usage study which uncovered the need for mobile platform development and eliminated \$40K in 3<sup>rd</sup> party vendor fees.

**2007-2009: Director of Product Marketing | SPORTGENIC, INC. | San Francisco, CA**

Developed a strategic framework for audience and publisher growth at a sports-focused start-up ad network via revenue generating products and services. Provided key contributions to growing a network by 200 partners and increasing unique visitors by 10M within two years.

- Launched video advertising solution that opened net-new ad sales opportunities and revenue streams for 50+ network partners.
- Built an audience data platform of primary and syndicated research sources that improved credibility critical for driving sales of advertising sponsorships and new publisher growth.
- Conceptualized and led seminal network audience profile and purchase behavior research study.

**Early Career:**

Product Consultant | VISA USA | San Francisco, CA

Senior Media Analyst | NIELSEN ONLINE | San Francisco, CA

Senior Research Manager | DYNAMIC LOGIC (Millward Brown) | San Francisco, CA

Senior Research Manager | PC WORLD COMMUNICATIONS (IDG) and COMPUTERWORLD, INC. (IDG)

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**EDUCATION & PROFESSIONAL DEVELOPMENT**

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Bachelor of Arts (B.A.), Communications/Journalism | California State University, Chico

Professional Certificate, Marketing | UC Berkeley Extension

**Additional Technical Skills and Analysis Tools**

Excel \* SQL \* R \* SPSS \* PowerPoint \* Omniture/Adobe Analytics \* Google Analytics \*

Audience Measurement tools (Nielsen, ComScore, Hitwise, etc.) \* Survey Development (SurveyMonkey, Qualtrics)

Segmentation \* Customer Satisfaction \* Purchase Process \* Customer Journey \* Creative Testing \* Product Usage