

# TREVOR FOX

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## WORK EXPERIENCE

### **Digital Marketing and Web Analytics Consultant | Hong Kong / Portland | July 2016 - Present**

#### Grana Limited: Customer Research, Growth Analytics

*Developed target customer personas based on customer surveys and purchase data; defined data collection strategy and managed deployment of Google Analytics Enhanced Ecommerce with Agile team*

#### Zabitat LLC: Ecommerce Analytics, Ecommerce SEO

*Technical liaison between business and development teams during ecommerce platform migration  
Ongoing technical SEO, keyword strategy, content optimization, data collection and quality assurance*

#### Digital Butter (Hong Kong Digital Agency)

*Consulted agency to on digital marketing strategy, web analytics, and web development SEO practices*

### **Innovation & Capability Building Consultant | Li & Fung Ltd. | Hong Kong | Feb 2015 - July 2016**

*Enabled business units to improve, operations, communications, and outcomes by helping them understand how data is collected, why data integrity is critical, and how analytics can improve outcomes*

*Managed projects and lead prototyping workshops to design solutions for performance management practices, data management systems, customer communication processes, and external applications*

*Conducted customer research on systemic business challenges through interviews, observation, surveys, document analysis, and prototyping. Synthesized data to prioritize opportunities and requirements.*

### **Technical Analyst | SwellPath | Portland, OR | May 2014 - February 2015**

*Led and owned the development of A/B Testing and Optimization service, and Optimizely partnership*

*Gathered requirements and tailored scalable measurement strategies to clients digital strategies*

*Responsible for web analytics code implementations on global ecomm stores to 1M hit/day publishers*

### **Digital Marketing and Web Analytics Consultant | Portland, OR | April 2013 - May 2014**

#### Onkyo Corporation: Social Media Consulting, Paid Media, Analytics

*Collaborated with internal stakeholders in Japan, Europe and the US to develop social media strategy and content standards. Lead launches for Youtube, Search, Display, and Facebook advertising campaigns*

#### MIA Shoes: Paid Media, Ecommerce Management, Ecommerce Analytics

*Managed multinational ecommerce site content and paid media. Partnered with development team to measure and optimize conversion rate, user experience, and site speed*

### **Digital Marketing Specialist | Zoom Creates | Portland, OR | December 2012 - April 2013**

*Managed paid search and display campaigns, developed SEO site content, and optimized social profiles and site meta-data to execute cohesive post-launch digital marketing campaigns*

## **EDUCATION**

UC Davis, Bachelor of Arts in Communications with minor in Philosophy | June 2008

## **SKILLS / PASSIONS**

Travel, Exploring Nature & Culture, Learning, Teaching, Blogging: [trevorfox.com](http://trevorfox.com), [hopfox.us](http://hopfox.us)

Programming with JavaScript/jQuery, Python (Flask), AWS EC2, and PHP

Data analysis with Python (Jupyter, Pandas, Seaborn), SQL, MongoDB, Tableau, D3.js

Lean Experimentation, User Centered Design research, analysis and prototyping

## **RECOGNITION & CERTIFICATIONS**

Agile Development Specialization (UVA) | July 2017

Front End Development Certification (FCC) | May 2016

November Project Hong Kong Co-founder | November 2016

Li & Fung “Top Innovator” Finalist for Quantified Clothing concept | March 2016

Digital Analytics Association Member | 2014

Optimizely Optimization Platform Certification and Partner | October 2014

Google Adwords Individual Certification | June 2014

Google Analytics Individual Qualification | June 2013

Australian Baseball League National Champion Team 2012

All Star, American Association of Independent Baseball 2009

NCAA Division 1 College Baseball Tournament 2008



