

TREVOR FOX

trevor@trevorfox.com | (503) 318-8241 | [/in/trevormfox](#)

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, 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

