

MELISSA J. STOCK

Data-Driven Strategist | Research & Insights Expert | Entrepreneur

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SUMMARY

Results-oriented data and insights professional with more than 15 years of demonstrated achievement in the media, technology and advertising industries. An entrepreneur at heart. Passionate about growing talent. Innovative data solutions enthusiast.

Comcast (Comcast Technology Solutions), Denver, CO | July 2015- November 2017

Head of Market Insights and Analytics, Corporate Strategy

As a senior member of the corporate strategy team, responsible for creating innovative strategy and insights solutions

- Built and architected research and analytics platform for 4 product platforms and 12 disparate products
- Recruited, hired and nurtured team of research, data and strategy analysts. Mentored on an ongoing basis to elevate skills and provide best-in-class insights
- Built flexible roadmap that integrated with product and marketing plans to provide data-informed insights that matured with business strategy and organizational goals
- Revamped analytics and reporting technologies to provide user-friendly data and insights for all levels of the organization
- Developed innovative international thought leadership program in support of international business retention and development using internal BI tools, third party research, industry forecasts and consumer research, resulting in increased revenue from key accounts
- Managed and provided market analysis, KPI tracking, client engagement and customer acquisition strategies to grow new initiatives at the domestic and international scale, securing \$23 million in new business over 6 months
- Created actionable quantitative data models for marketing effectiveness, ROI, pricing, lead pipelines and generation, product and marketing roadmaps and product optimization across a \$400 million revenue stream
- Partnered with internal and third-party data providers such as comScore, Rentrak, Freewheel and Comcast Advanced Advertising for robust sales, marketing and client-specific narratives

Self Employed | November 2011-July 2015

Entrepreneur and Consultant

My experiences included: brand development, product management, digital marketing, project management, research, QA and user testing, new product strategy and development. Highlighted engagements include:

Digital Marketing Consultant, Elite Health Partners, Boulder, CO, 2014-2015. Defined digital product vision and roadmap, managed end-to-end development of digital presence including strategy, monetization, marketing strategy and deployment

Interim SVP Marketing, Praxi Research, Greater Denver Area, CO, 2014-2015. Managed and oversaw Moxie in the rebranding of this boutique primary research firm. Guided creation of brand identity, core values and mission and visual representation. Created marketing material, case studies, business development presentations, digital marketing roadmap and go-to-market strategy. Nurtured team of 5 analysts. Oversaw research design including surveys, qualitative research and experimental design; data interpretation; and presentation creation. Clients included: Clorox, Apple, Family Dollar, Xcel Energy, Burt's Bees, Disney and Conde Nast

Co-Founder, Webatix, Denver, CO, 2011-2015. Webatix provided technology planning and consulting services and built SAAS software and productivity solutions. Responsible for product ideation, roadmap creation, strategic vision, marketing, KPI development and measurement, budget management and financial reporting and customer communications. Hired and managed database administrators, creative designers, developers and data analysts. Took products from ideation to \$.5M in annual sales in less than 2 years

Meebo, Mountain View, CA (Acquired by Google in 2012) | September 2010-November 2011

Director of Research and Insights

Internal data and intelligence resource with a focus on consumer insights and internal analytics for the entire organization

- Architected and built insights and analytics team and grew team to 6 marketing and data analysts
- Created company-wide platform for data insights including consumer insights, client campaign measurement and effectiveness, client-specific psychographic targeting and analysis, ROI analysis, competitive assessments and product insights
- Defined and measured KPIs for internal brand health analysis using both internal and external data and research including Omniture, Google Analytics, comScore and Nielsen

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- Developed framework for leveraging psychographic survey data to boost sales enablement, marketing and PR, investor relations which resulted in Meebo's first \$1M advertising deal
- Pioneered primary research study using qualitative and quantitative methodologies to measure consumer preferences, engagement and advertising efficiency in digital media. Research informed product development, ad sales, marketing and C-Level presentations and ultimately defined communications for exit strategy
- Clients included: Beam, Coke, Unilever, Sony, and Microsoft

Nokia Inc., White Plains, NY | March 2008-September 2011

Global Consumer Research and Insights Manager, Content Strategy Team, 2009-2011

Created content strategy insights and enablers for global mobile application store content distribution, business development and success measurement

- Increased number of active users, application sales and user downloads in local markets across 160+ countries and 200+ device models by providing a global content strategy using real-time internal big data, customer segmentation, competitive analysis and syndicated mobile data
- Led big data BI effort across multiple teams that connected several sources of data together in Qlik to measure near real-time consumer behavior, which defined, measured, analyzed and reported on KPIs for all levels of the organization
- Created the formula which calculated the competitiveness of mobile content (using internal and external analytics) and assigned a priority rating for business development

Global Head of Ad Sales Research, Nokia Interactive Advertising (NIA), 2008-2009

Responsible for increased advertising partnerships and revenue using strategic research and insights for mobile advertising sales

- Built the data insights function in support of mobile advertising sales teams
- Educated agencies and brand managers on the efficacy of mobile advertising using data-driven consumer insights
- Provided analytics consulting on mobile advertising metrics for Sprint's mobile advertising team
- Sourced and negotiated vendor contracts with Nielsen, comScore, Simmons Experian, Dynamic Logic and Insight Express

ADDITIONAL EXPERIENCE

Yahoo! Inc., New York, New York, Manager Ad Sales Research, 2006-2008. Developed robust sales narratives that supported increased ad sales. Managed the analysis and distribution of audience-focused insights as well as post-campaign effectiveness (using primary and third-party research). Participated in high-level client presentations as the internal insights expert. Pioneered primary research study overseeing quantitative and qualitative research methodologies. Resulted in ~\$1M increase mobile advertising sales. Clients included: Coca Cola, Nissan, Purina, Dell and HP.

Mediaedge:cia, New York, NY, Supervisor of Consumer Insights, 2006. Supervised team of research and data analysts. Managed primary qualitative and quantitative research including using Group M's proprietary touchpoints analytics platform Connections. Defined complicated targets for both current fortune 500 advertisers using syndicated research tool. New business pitch team member. Clients included: Campbells and Walmart.

Zenith Media, New York, NY, Supervisor of Strategic Media Resource, 2005-2006. Oversaw a team of analysts who provided data-driven results of advertising campaigns using syndicated research tools such as Nielsen measurement tools, MRI, Simmons, IAG, and proprietary optimization software to analyze media plans. Provided media usage, demographic, retail and product usage data from media and marketing databases. Leveraged proprietary optimization software to analyze the effectiveness (awareness, reach, frequency, etc.) of historical and future ad campaigns across all media types. Presented research findings and campaign results to clients. Participated in new business research and pitch development. Clients included: Purina, Puma, General Mills, Toyota, BMW, Verizon Wireless, JP Morgan Chase, Nestle, Schering-Plough, and Georgia-Pacific.

Jupiter Research, New York, NY, Custom Research and Consulting Associate, 2003-2005. Consulted clients on strategic issues by providing detailed research and analysis. Some examples include: market entry, competitive landscape, product/service development, market forecasts and projections. Published industry reports for technology and consumer electronics syndicated subscription service. Clients included: Time Inc. and Comcast.

EDUCATION

The University of Phoenix: MBA Technology Management, 2003

Baylor University: BA Latin; History Minor, 1997; Dean's List • Eta Sigma Phi (Classics Honor Society)