

Ken Killian

**Data Storyteller & Omnichannel
Analytics/Measurement Specialist**
BA in Marketing | Minor: Digital Marketing – Temple University

2544 Washington Drive Gilbertsville PA 
(215) 738-0815 
kenkillianmktg@gmail.com 
www.linkedin.com/in/ken-killian 

Ken is a passionate, self-motivated, results-driven data analytics specialist with a proven track record of translating complex data into actionable insights. He specializes in data storytelling with expertise in omnichannel measurement mapping & enterprise analytics program management. Skilled in developing and mentoring high-performing teams, implementing cutting-edge analytics solutions, & driving data-informed decision-making across organizations. Ken excels in cross-functional collaboration & stakeholder management. Above all, Ken's goal is to use his passion for data & his skills as a leader to help people gain better a understanding of information, make more informed decisions, & live better lives as a result.

Experience

MARCH 2023 · CURRENT

Manager, Strategy & Analytics/Epsilon, Remote

Spearheaded the creation of advanced Power BI data models, integrating disparate sources into cohesive data marts driving actionable insights. Established company-wide measurement frameworks and implemented sustainable testing programs, significantly enhancing enterprise analytics capabilities. Lead cross-functional teams in managing high-profile projects, mainly in the healthcare sector. Optimize reporting and data visualization for senior leadership decision-making, championing effective data storytelling. Developed innovative capacity models for workforce planning and resource allocation in HR analytics. Implemented a "Documentation, Standardization, Organization" philosophy, driving organizational change in data practices. Established robust frameworks for data aggregation and standardization across various business environments. Conduct regular "learning sessions" to upskill team members in advanced analytics techniques and platforms. Combined expertise in marketing and HR analytics to develop comprehensive dashboards.

FEBRUARY 2021 · MARCH 2023

Senior Strategy & Analytics Consultant/Epsilon, Remote

Led enterprise-level analytics projects for major healthcare clients at a global agency. Managed key stakeholders in analytic engagements across internal and external teams. Developed strategic insights for omnichannel campaign reporting in partnership with Advanced Analytics team. Presented cyclical reports to clients and company leaders. Advocated for data-driven decision-making to senior leadership through self-conducted analysis. Sole contributor of keyword research for new business pitches that won us a new account. Designed dashboard templates for Digital Measurement Framework reporting and trained teams on implementation. Implemented "DSO" initiative to standardize insight generation and storytelling. Automated Google Analytics data collection and created Power BI repositories for improved performance monitoring. Optimized monthly reporting process, leveraging offshore resources to free up senior staff for strategic work. Served as Google Analytics subject matter expert, supporting team members with digital analytics queries. Handled high-visibility projects and key stakeholder communications.

MARCH 2020 – FEBRUARY 2021

Data Analyst/Turn5, Paoli PA/Remote

Developed data infrastructure and data models used for reporting. Resolved areas of conflict within data models. Created & optimized data sources combining web & customer data for unique insights in Tableau, Looker Studio, & Excel. Assisted in the research & strategy of a multi-million-dollar catalog program. Maintained relationships with senior management and presented insights and analyses to senior leadership and business partners. Utilized quantitative analysis to identify user experience optimizations. Handled ad-hoc reporting & campaign analysis.

AUGUST 2017 – MARCH 2020

Analytics & Website Optimization Associate/BAYADA Home Health Care, Pennsauken NJ

Oversaw reporting, analytics, testing, and local SEO. Managed data, dashboards, and performance analytics. Responsible for cyclical KPI reports providing strategic insights with actionable recommendations for stakeholders. Handled all tagging in GTM and regularly audited tags in GA to confirm data accuracy. Implemented the company's first testing program via Optimizely, including optimization roadmaps & other key documents.

Certifications

Tableau 10 Essential Training • Tableau 10 for Data Scientists • Advanced Google Analytics • Google Tag Manager Fundamentals • Optimizely X Web Foundations • Optimizely X Strategy Foundations • SQL Essential Training • Introduction to Power BI • People Analytics on LinkedIn