

# ERIC DOWDY, PH.D

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## Professional Summary

Accomplished Data Management professional with a successful history in building cross functional teams creating solutions that drive insights from data. Excels at bridging the technical with the practical. Thrives in a collaborative environment and continually exceeds expectations by building valuable partnerships. Works well with people in cross functional teams at all levels of the organization.

## Sales and Marketing Business Reporting Manager

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- Cross-Functional Leadership & Change Management
- Big Picture Development and Details
- Data Management
- Data Analysis and Visualizations
- Business and Technical Liaison
- Team Building
- Analytical Problem Solving & Complex Analysis
- Project Management
- Training and Educating Teams
- Sales and Marketing Data Driven Strategies
- Business Intelligence and Reporting Solutions
- Highly Adaptable & Technically Savvy
- Excellent Verbal & Written Communication
- Highly Collaborative and Relationship Driven

## Relevant Experience

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### Eric Dowdy, Ph.D. Consulting

07/1/20 to Present

### Sales & Marketing Data Manager

01/2010 to 07/2020

#### Group Publishing -Loveland CO

- Reported directly to the Chief Operating Officer, developed strategic partnerships with leaders.
- Led analytic and business intelligence efforts for sales, customer service and marketing teams.
- Designed and maintained actionable dashboards and data visualizations to answer business questions.
- Partnered with business teams to continually develop and prioritize reporting, analyses, and dashboard needs.
- Proactively worked with business community to develop new KPIs and metrics to meet business strategies.
- Managed Group's marketing vendor relationships generating cost savings of \$50K YOY.
- Implemented Google Big Query as data warehouse with operational cost savings of \$135K YOY. Member of design team to develop solution. Helped maintain ETL pipelines from multiple systems developed and maintained SQL reporting views for business intelligence needs.
- Developed standardized data collection processes from primary sources into Data Warehouse for customer information.
- Created customer segmentation strategies that led to a 30% increase in customer retention with sales and marketing.
- Educated marketing and sales teams to effectively utilize data in data warehouse for automation and metrics.
- Business technical lead on Bronto Email solution. Reduced email sends by 3 million with increased revenue per email.
- Created cross functional data governance team that increased sales and marketing data quality and consistency across multiple systems.
- Proactively developing and implementing a common lead scoring methodology, increasing customer acquisition.
- Developed customer segmentation for retention strategies, successfully increasing customer retention by 20%.

## Relevant Experience - continued

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### **Manager, Database Marketing & research Services** – Group Publishing, Loveland CO – 2008 to 2010

Reported to Corporate Marketing Director

- Business technical lead that implemented marketing database. Conducted analysis and created ROI reports that increased direct mail marketing ROI by 25%. Led a cross functional team that developed business and technical requirements. Managed project milestones.
- Trained business teams on how to leverage marketing database to best meet business objectives.

### **CRM & Business Intelligence Manager** – Group Publishing, Loveland CO – 2006-2008

Reported to Corporate Marketing Director

- Business technical lead on 2 CRM implementations. Worked with business and technology teams to develop business requirements and processes to meet sales and marketing strategies. Developed holistic leads management process and metrics that yielded a 30% increase in lead conversions.
- Developed metrics and KPI reporting for marketing and sales teams to evaluate effectiveness of strategies.
- Oversaw standardized reporting efforts for sales and marketing teams. Created unified KPI measures.

### **Marketing Data & Systems Analyst** – Group Publishing, Loveland CO – 2003 to 2006

Reported to Sales and Marketing Vice President

- Business systems analyst with cross functional business and technology teams. Evaluated and provided input to processes and systems to support changing business strategies. Identified emerging technology opportunities.
- Developed data warehouse for business. Worked with technical and business teams to develop data and system requirements to meet analysis and operational objectives. Helped manage project milestones.
- Led cross functional team that implemented address verification system. Generated cost savings \$20K YOY. Developed business and technical requirements and helped manage project milestones. Developed and led business team training.

### **Marketing Data Analyst** – Group Publishing Loveland CO – 1999 to 2003

Developed standardized reporting and analysis for sales and marketing teams from various systems to answer business questions.

## Technical Skills

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- **Tools** – Big Query, SQL Server, SQL Server Management Studio, Google Data Studio, ETL package Xplenty ETL package, Survey Monkey, NetSuite, Oracle, Bronto, Zen Desk, Google Analytics, Visio, Wrike, GitHub, CRM Software, Tableau, Excel, MS Office, MS Project
- **Computer Languages** – SQL, HTML

## Education

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**Colorado State University** – Ph.D. in Sociology

**University of Missouri at Kansas City** – Master of Arts in Sociology

**University of Missouri at Columbia** – Bachelor of Arts in Sociology