

Andy Lepki Marketing Analyst

A versatile marketing scientist with 10 years of research and analytics experience.
Looking for a challenging management role with a forward thinking organisation.

Employment History

Web Analyst - Research & Customer Insight

Guardian News & Media (London)

Feb 2009 - Present

- » Using web analytics tools to identify trends in traffic across Guardian Media Group properties.
- » Helping drive SEO and social media strategy through competitive analysis and data mining, identifying potential traffic growth and revenue sources.
- » Providing business intelligence presentations to board members.
- » Understanding user requirements and designing research projects to improve functionality and optimise site navigation.
- » Performing ad hoc analysis to assist legal, technical and strategy teams.
- » Composing copy for press releases.

Senior Analyst - Insight & Planning Team

Critical Mass (Calgary, Canada)

Jan 2006 - June 2008 (promoted from Analyst position in June 2007)

- » Advising clients on the positioning of new digital methodologies with a view to maximising ROI.
- » Providing tactical insight with reference to client defined metrics.
- » Interpreting web analytics and customer transactional data.
- » Managing a team of research analysts.
- » Providing campaign evaluation for direct mail and e-marketing messaging.
- » Managing research projects and panel initiatives.
- » Producing competitive assessments on a range of verticals.
- » Running website usability studies.
- » Clients: Mercedes-Benz, Rolex, Hyatt, Citibank, Dell and Pampers.
- » Presented twice at the Thought Leadership series of talks.

Research Executive - Customer Insight Team

Her Majesty's Revenue & Customs (London)

Sep - Dec 2005 (Contract)

- » Applying segmentation model theory to direct marketing strategy.

Research Executive - Insight Team

Guardian News & Media (London)

Sep 2004 - Sep 2005 (Contract)

- » Managing research projects to support marketing and advertising sales through format change.
- » Running concept and awareness tests, brand favourability studies.
- » Designing and scripting web surveys.
- » Selecting agencies and managing outsourced field studies and focus groups.
- » Debriefing clients with presentations and reports.
- » Monitoring advertising effectiveness for clients such as Müller, BT, Toyota and Marie Stopes International.

Computer Skills

Web Analytics

HBX
Omniture
Discover on Premise
Discover on Demand
Webtrends
Google Analytics

Competitive Analysis

Hitwise
Nielsen
Comscore

Research Scripting

Confirmit
Surveycraft

Data Mining

SQL
Access
SPSS

Office Applications

Excel
Word
Powerpoint

Design

Dreamweaver
Photoshop
Flash
Fireworks
InDesign

Programming

html
css/jsp

Strategy

Caliber
Visio

Platforms

Windows
Unix
Mac

e: andylepki@gmail.com

m: +(44) 7796 424167

w: www.lepki.com

Andy Lepki Marketing Analyst

6 Earls Mews, Winfrith Road
London, SW18 3EN, United Kingdom

Employment History (continued)

Senior Research Analyst - Data Processing Department

Kadence (London) : Nov 2003 - Sep 2004

Kudos Research (London) : Aug 1999 - Nov 2003

» Managing international marketing research projects; programming survey scripts for call centres and specialist web sites.

» Data collection and manipulation.

» Project management.

» Technical support and training.

» Copy writing and desk research.

» Highlight: Managed a global advertising study for London Business School.

» Findings available at <http://www.london.edu/marketing/met>.

» Clients : HP, Havas, Abn Amro, Accenture, Dow, HSBC.

Geophysicist - Land Processing Team

CGG (London) : Oct 1997 - May 1999

» Creating 3D subsurface maps for oil companies, using geophysical principals and a suite of data processing tools.

» Presenting to international clients via print and web reporting.

Committees, Conferences and Training Courses

» Attended eMetrics Marketing Optimization conference (Washington DC).

» Nielsen Netratings advanced course.

» Omniture Discover on Premise user course.

» Attended Esomar Technovate internet research conference (Cannes).

» Sat on Newspaper Publishers Association Research Committee.

» SPSS Multivariate Analysis / Conformat script writing and analysis courses.

Professional Interests

» Social Media engagement and monetisation.

» User experience optimisation.

» Brand representation and customer relationship marketing.

Personal Interests

» Photography (see lepki.com)

» Creative writing

References

Jim Mann

Brand Planning Manager

Guardian Media Group

+44 20 7713 4991

jim.mann@guardian.co.uk

Arif Hirani

Research Director

Critical Mass Inc.

+1 403 262 3006

ahirani@criticalmass.com

Education

Geophysical Sciences

2:1 B. Sc. Hons,

University of Leeds.

1994 - 1997

4 A-Levels

English (A)

Physics (C)

Mathematics (C)

General Studies (A)

Holy Cross College, Bury.

1992 - 1994

11 GCSEs

9 A's and 2 B's

St Monica's, Manchester.

1987 - 1992

Languages

Ukrainian (fluent)

French (beginner)

German (beginner)

Spanish (beginner)

e: andylepki@gmail.com

m: +(44) 7796 424167

w: www.lepki.com