STEVEN J. MILLER

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PROFESSIONAL SUMMARY

Senior marketing analytics leader with 15+ years translating data into actionable intelligence that drives acquisition efficiency, customer lifetime value, and return on marketing investment. Deep expertise in attribution modeling, experimentation frameworks, funnel analytics, cohort analysis, and performance measurement across digital-first platforms. Proven track record designing enterprise dashboards, optimizing channel mix and spend allocation, and partnering with Marketing, Product, Finance, and Technology leaders to enable data-driven decision-making at scale. Unique combination of analytical rigor and hands-on technical fluency—personally builds tracking infrastructure, data pipelines, and analytics tooling alongside strategic leadership. MBA-credentialed executive with strong communication skills, comfortable presenting complex insights to senior leadership and influencing cross-functional alignment in fast-paced, high-growth environments.

CORE COMPETENCIES

Marketing Analytics Strategy	Attribution Modeling	Experimentation & Test-and-Learn
Funnel Analytics & CRO	Cohort Analysis & Segmentation	Performance Measurement Systems
Executive Dashboards & Reporting	Channel Mix Optimization	Spend Efficiency & ROI Analysis
Predictive Modeling & Forecasting	Data Infrastructure & Quality	Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Go Learn Network — *CTO & Director of Marketing Analytics* 2018 – Present

Lead enterprise marketing analytics, measurement strategy, and data infrastructure for a technology-enabled education platform. Partner with marketing, product, and finance leadership to optimize acquisition, retention, and customer lifecycle performance through data-driven decision-making.

- Designed and own the platform's marketing measurement framework: attribution models linking channel spend to customer acquisition, activation, retention, and revenue—enabling data-driven budget allocation and spend optimization.
- Built executive dashboards and reporting systems connecting marketing performance, customer behavior, funnel conversion, and ROI—providing senior leadership with clear, actionable intelligence for strategic decisions.
- Lead experimentation and test-and-learn initiatives across email campaigns, landing pages, pricing, onboarding flows, and acquisition channels—continuously improving marketing effectiveness through rigorous A/B testing and hypothesis-driven analysis.
- Developed customer segmentation and cohort analysis frameworks to identify high-value audiences, predict churn risk, and inform personalization, promotion, and lifecycle marketing strategies.
- Built the analytics infrastructure from the ground up: event-based tracking (GA4), API-driven data pipelines (Alpha Vantage, CE Broker, Stripe, PayPal, Twilio), automated reporting, and data quality processes—partnering with engineering to ensure accuracy and scalability.
- Optimized channel mix across paid media, SEO/SEM, email, referral, and partnership channels using multi-touch performance data—improving acquisition efficiency while protecting CAC targets.
- Partner with finance on marketing ROI measurement, forecasting, and scenario modeling—translating analytics into investment prioritization and budget planning recommendations.
- Communicate insights to cross-functional stakeholders including marketing, product, operations, and executive leadership—translating complex data into clear narratives that drive alignment and action.

Florida Chiropractic Coalition — *President & Analytics Lead* 2021 – Present

Lead strategic analytics, performance measurement, and data-driven decision-making for a statewide healthcare membership organization. Own marketing performance reporting and executive communication across board and leadership audiences.

- Established the organization's marketing analytics function: defined KPIs, built performance tracking systems, and created reporting frameworks that connect campaign activity to member acquisition, retention, and engagement outcomes.
- Lead cross-functional strategy meetings synthesizing insights from marketing, events, operations, and partnerships—identifying performance drivers and translating data into actionable recommendations for leadership.
- Developed attribution and performance analysis for multi-channel campaigns (email, social, events, sponsorships) to optimize channel allocation, improve campaign effectiveness, and maximize ROI on limited budgets.
- Present analytics and strategic recommendations to board members and senior stakeholders—demonstrating executive communication skills and the ability to influence decision-making through data storytelling.
- Support enterprise planning and budgeting through marketing performance forecasting, scenario analysis, and investment prioritization across growth initiatives.

RPAE, Inc. — *Director of Information Technology & Data Systems*   2008 – 2018

Directed data infrastructure, analytics systems, and technology strategy for a multi-site organization. Built the data foundation that enabled performance tracking, operational analytics, and enterprise reporting.

- Designed and maintained databases, data systems, and reporting infrastructure providing operational and performance visibility across multiple business units and locations.
- Built analytics tools and dashboards that connected operational metrics to strategic decisions—enabling data-driven resource allocation, capacity planning, and performance improvement.
- Partnered with leadership, finance, and operations teams to translate data insights into actionable business recommendations and process optimizations.
- Managed data quality, system integrity, and analytics tooling—ensuring accuracy, reliability, and governance across the organization's data ecosystem.

Dell Technologies — *Senior Sales Representative*   Prior Role

High-performing sales professional in a data-driven, KPI-intensive enterprise technology environment.

- Exceeded performance targets using data-informed sales strategies, pipeline analytics, and conversion optimization—developing foundational expertise in performance measurement and funnel analysis.
- Operated within a rigorous analytics culture: daily metrics tracking, forecast-to-actual reporting, and cohort-based performance evaluation.

EDUCATION

Master of Business Administration (MBA) — Southern New Hampshire University, 2016
Bachelor of Science, Applied Science (Public Health) — University of South Florida, 2011
Associate of Science, Network Services Technology — State College of Florida, 2004

ANALYTICS PLATFORMS & TECHNICAL EXPERTISE

Analytics & Measurement: Google Analytics (GA4), attribution modeling, multi-touch measurement, funnel analytics, cohort analysis, A/B testing, conversion tracking, event-based analytics, predictive modeling

Dashboards & Visualization: Custom executive dashboard development, KPI framework design, performance reporting, data storytelling, forecast-to-actual tracking

Data Infrastructure: SQL (MySQL/PostgreSQL), API data pipelines (Alpha Vantage, CE Broker, Stripe, PayPal, Twilio, OpenAI), ETL processes, data quality & hygiene, automated reporting systems

Marketing Platforms: Email/CRM analytics (Mailchimp, MailerLite), paid media performance, SEO/SEM analytics, referral & partnership tracking, customer segmentation tools

Strategic Planning: Marketing ROI measurement, scenario modeling, budget allocation optimization, spend forecasting, investment prioritization, channel mix analysis