

# LEIGH KELLOGG

DATA STRATEGIST & MARKETING RESEARCHER



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## About Me

Hello. My name is Leigh, and I'm a freelance data strategist and marketing researcher. I come with nearly 20 years of experience in the data and marketing space. I've done everything from managing the analytics practices for Fortune 500 companies to writing industry white papers. I'm hoping I can help you solve your strategic challenges with my data skills. Let's talk.

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## Experience

### Dendro, 2020 - 2023

VP, Strategy & Intelligence Director

At Dendro, I led the insights and research function. Using a combination of consumer research, cultural influences, and category dynamics, I helped brands chart new avenues for growth.

#### BUSINESS DEVELOPMENT

- Wrote white papers and thought leadership articles to serve as PR and lead generation tools for the organization
- Designed and executed proprietary data products for the business
- Created the company wide business goal and forecasting tool
- Developed custom research proposals
- Used AI to create marketing campaigns for proprietary data products
- Helped develop our editorial guide and wrote and distributed our monthly newsletter
- Contributed to the brand mission, identity, service offering, company values as well as additional website content for the business

#### INSIGHTS & RESEARCH

- Performed comprehensive business discovery audits to inform strategic opportunities and whitespace
- Built psychographic consumer profiles and personas
- Partnered with research providers to conduct quantitative research including segmentation
- Developed interview guides and conducted interviews for consumer and key stakeholder research
- Analyzed quantitative survey data to provide learnings and strategic guidance
- Provided top line qualitative summaries including key themes
- Produced quick industry snapshots

### 22squared, 2015 - 2020

VP, Strategy & Intelligence Director > Analytics Director > Assoc. Analytics Director

At 22squared, I functioned as an analytics leader across specific accounts and eventually led the analytics practice overall.

# Experience cont'd

## LEADERSHIP

- Led the analytics practice (20+ person team across 2 offices)
- Developed the Centers of Excellence model to better define analytics capabilities within the organization
- Aided in the development of the Data Acquisition and Data Management COEs
- Initiated team wide skills assessment to identify experience baselines and to optimize team capabilities through training and external education
- Led development of integrated consultative operations framework with the goal of building strategic relationships beyond the CMO
- Created internal data sharing sessions across the agency to create more data fluency within the organization

## EXPERTISE

### Customer Experience Analytics

- Voice of consumer analysis
- Audience experience tests
- Scraped consumer reviews and analyzed with NLP
- Blended attitudinal and behavioral data for path to purchase insights
- Developed more sophisticated requirements to better understand consumer navigation and UX
- Aligned content and paid search searches by consumer need states to further inform content planning

### Insights & Intelligence

- Led client workshops to identify key business questions, data and measurement needs
- Built comprehensive measurement frameworks
- Identified annual KPIs and created performance benchmarks
- Leveraged modeling techniques to drive business value and insights
- Selected and implemented data partners

### Data Governance & Operations

- Developed nomenclature / taxonomy structure for cross client analytics measurement
- Set process for data anomaly detection using Bolinger bands
- Developed QA dashboards accessible to cross team owners
- Set key business requirements for website analytics implementations
- Sold in and stood up client database to aid in reporting automation and real time dashboards

## Tools & Platforms

- **Survey Analysis:** Displayr
- **Syndicated Research:** Simmons MRI, Resonate
- **Visualization:** Tableau
- **Social Listening:** Netbase, Crimson Hexagon
- **Desk Research:** Google!
- **Ad Servers:** Flashtalking, DCM
- **Web Analytics:** Adobe Analytics, Google Analytics
- **DMPs:** Adobe Audience Manager, Blue Kai / Oracle
- **Data Providers:** Facebook Business Manager, YouTube
- **Brand Study Data:** Millward Brown, Vizu
- **Location Based Data:** Placed
- **Market Mix Modeling:** Neustar, Marketing Evolution
- **Online to Offline:** JD Power, Datalogix, LiveRamp

## Industry Experience

Automotive	Hospitality
CPG	QSR
DTC	Philanthropy
Entertainment	Telecom
Financial	Tourism
Healthcare	Venture Capital

## Education

University of Georgia  
BA, Advertising  
2001 - 2005