

ANDREW BECKERMAN

San Francisco, CA

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(415) 342-7092

Accomplished go-to-market strategist with a track record in leveraging data for success, spanning both marketing and sales analytics

EXPERIENCE

Splunk *Global Security and Observability technology company based in San Francisco*

Sr. Manager, Marketing Analytics

Oct 2022 to Present

- Orchestrated and directed an analytics team to deliver timely insights and strategic recommendations to the integrated marketing team, optimizing targeting and tactics for enhanced effectiveness
- Utilized data science methodologies to conceive and develop a lead scoring model in collaboration with Sales, resulting in a notable 6% surge in YoY Marketing Qualified Leads (MQLs), a 4pp increase in conversion rates, and garnered positive feedback from the Sales team
- Led a weekly data governance meeting among Marketing leaders, ensuring the maintenance of clean data across systems (Marketo and SFDC). This effort contributed to improved accuracy and efficiency in marketing operations.

Salesforce *Leading cloud computing technology company specializing in CRM based in San Francisco*

Manager, Sales Strategy (promoted August 2019)

Aug 2019 to Nov 2021

Senior Analyst, Sales Strategy

Mar 2018 to Aug 2019

- Developed new account targeting tool for our Sales organization in Einstein Analytics. Attributed over \$100M in pipeline to the tool. It became the #1 tool used within our global Sales organization, with > 3,000 account executives using it daily. I showcased the tool at Dreamforce
- Designed prescriptive sales programs supporting 200+ AEs and 15+ Sales Teams generating a 50% YoY increase in sales pipeline opportunities. Led cross-functional unit with data science, product marketing, and enablement teams
- Led bi-weekly meetings with distribution leadership, providing transparency into pipeline health and recommendations
- Awarded most valuable business partner by SVP sales leader out of 30+ business partners

Senior Analyst, Marketing Analytics (promoted August 2017)

August 2017 to March 2018

Analyst, Marketing Analytics

May 2016 to August 2017

- Pioneered a campaign scorecard in Einstein Analytics that delivered real-time ROI; optimizing \$10M of quarterly marketing budget. Demoed and pitched this solution to 20+ customers as a use case to use for their business, helping close over \$1M
- Calculated a new brand awareness metric; adopted by the CMO and senior leadership team. The CMO used this metric to launch a top 5 city campaign across US contributing to over \$50M of new pipeline

RadiumOne *Digital adverting startup based in San Francisco; acquired in 2017*

Optimization Analyst

Feb 2015 to May 2016

- Responsible for managing and optimizing a budget of \$15M in online display, mobile, and video ad campaigns

The Clorox Company *F500 global manufacturer and marketer of consumer and professional products*

Financial Analyst

Oct. 2013 to Feb. 2015

- Led budgeting and improvement processes for several cost centers inside the Finance organization
- Built automated tools that were adopted across the company and reduced time to close by 25%

Armano, LLP *Top 25 largest independent accounting and business consulting firms in the United States*

Staff Accountant

Oct. 2012 to June 2013

- Prepared tax returns, reviewed financial statements, and audited mid-size firms

EDUCATION

M.S. in Data Science, University of California Berkeley

2021- 2023

Courses in machine learning, predictive modeling, data visualization, and statistics for data science

Stanford University (Statistics Graduate Certificate)

2014-2016

Machine Learning and Applications Certificate: three graduate level statistics courses

UCLA

2008- 2012

B.A., Business Economics, Minor in Accounting (College Honors)

SKILLS AND INTERESTS

- **Skills:** Excel, SQL, Python (Pandas, Scikit-Learn, TensorFlow), Tableau, Salesforce, Marketo, Google Slides, Einstein Analytics
- **Interests:** Tennis, Running, Blitz Chess, Audiobooks, Sports Analytics, Gourmet Burrito Connoisseur