

TANYA ZYABKINA

zyabkina.com
TANYA@ZYABKINA.COM

COLUMBUS, OHIO
TEL. (614) 598-3898

MARKETING ANALYTICS LEADER

Optimize marketing spend by applying scientific methods to assess the outcome.

15 years of in-depth experience building analytical capabilities, measuring the impact of marketing communications, and turning insights into improved business performance.

AREAS OF EXPERTISE

Building marketing analytics capabilities	Talent development
Marketing effectiveness measurement	Marketing mix modeling and MROI
Design of experiments and testing	Campaign analysis and reporting
CRM, DBM, direct marketing	Market research
Data science/Machine Learning	Advanced analytics

PROFESSIONAL EXPERIENCE

DIRECTOR, MARKETING ANALYTICS **2007 – 2017**
CHARTER COMMUNICATIONS/TIME WARNER CABLE **COLUMBUS, OHIO**

Helped optimize \$650MM marketing budget by analyzing behavior of over 12 million residential subscribers. Led general marketing analytics function for the Midwest Region, transitioning to Retention Analytics, and then to company-wide Customer Insights and Analytics.

Applied Predictive Technologies (APT) Test & Learn Implementation and Operation

- Led a cross-functional team of internal and external analysts that successfully launched APT Test & Learn environment.
- Measured incremental effects of promotion expiration on subscriber attrition. Defined price sensitive segments and recommended optimal price step ups.
- Produced a comprehensive review of subscriber survival behavior after retention intervention; provided guidance on optimal retention offers by price point, product holding group, and contact channel.
- Assessed incremental impact of various programs, including the use of outsourced retention call centers, direct mail segmentation and targeting, technician visits to competitive areas.

General Marketing Analytics

- Developed a comprehensive customer lifecycle view that revealed expected subscriber behavior by tenure. Identified most impactful predictors of customer disconnects; the predictors were used to further improve company's understanding of attrition through predictive modeling.
- Measured results of local and field programs: defense against competitive build-outs, launch of enhanced internet speeds to 4M subscribers, expansion of Wi-Fi hotspots network, pricing changes on core and ancillary products.
- Designed and implemented in-market tests to understand the role of mailing frequency, target segmentation, offers, formats, and creative in improving direct mail effectiveness. Recommended direct mail optimization that helped save over \$10M in annual direct mail cost without reducing connects.
- Developed analysts in the region and across the company by providing a series of workshops on the use of customer data in the SAS environment. Created simplified analysis platform for ad hoc reporting and automated its maintenance.

**SR. MARKETING ANALYST
AUTOZONE**

**2004 – 2007
MEMPHIS, TENNESSEE**

Provided full range of analytical support to the Marketing department, including measuring impact/ROI of marketing programs, executing consumer research, and analyzing drivers of long-term sales trends. Managed \$500K marketing research budget.

- Led two “big picture” analytical projects that developed insight into the drivers of long term transaction and revenue trends, including impact of store age, crude oil prices, category mix shifts, and price inflation. Acted as subject matter expert in long-term strategic analyses for marketing and merchandising departments.
- Measured the impact of marketing programs on sales using in-market tests. Conducted training on measurement methodologies, including limitations and statistical significance, resulting in better and more consistent test assessments.
- Executed quarterly business driver (marketing mix) modeling. Improved the models by reassessing contributing factors; helped advance the analysis beyond understanding of the marketing programs’ impact.
- Executed company-wide customer satisfaction tracking program that delivered strategic insight about drivers of customer satisfaction, consumer preferences, and the behavior of the Hispanic customer.

**SR. ANALYST, BRAND AND BUSINESS PLANNING
LIMITED BRANDS**

**2001 – 2004
COLUMBUS, OHIO**

Helped improve strategic positioning of Victoria’s Secret and Express brands through consumer and competitive research, product launch hindsights.

- Led analytical effort of a large-scale study of Victoria’s Secret Brand equities that included developing the analysis plan for both qualitative and quantitative parts of the project, identification of hypotheses, survey design, and presentation of analysis results.
- Measured effectiveness of Victoria’s Secret CRM efforts and direct mail, including analysis of incremental sales and response rates by customer segments.
- Led an integrated product hierarchy project that improved analytical efforts across multiple businesses and helped create a cross-channel view of the customer.
- Developed statistical models to understand what factors are most significant in affecting women’s intent to purchase and satisfaction.

TECHNICAL TOOLS

SQL, SAS Enterprise Guide, Tableau, MicroStrategy, Cognos, SPSS, Affinium/Unica, Google Analytics. Extensive experience analyzing large scale structured datasets.

EDUCATION

Harvard University Extension School

Cambridge, Massachusetts

Currently working toward Data Science Certificate

MASTER OF BUSINESS ADMINISTRATION

The Ohio State University, Fisher College of Business
Concentration: Marketing/MIS/Strategy

Columbus, Ohio

MASTER OF SCIENCE IN ECONOMICS

Novosibirsk State University
Concentration: Econometrics and Mathematical Process Modeling

Novosibirsk, Russia

BACHELOR OF SCIENCE IN ECONOMICS

Novosibirsk State University
Concentration: Financial Economics

Novosibirsk, Russia