

## Andy Lepki Marketing Analyst

A versatile analyst with 10 years of research and analytics experience.

### Employment History

Marketing Analyst - 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  
Site Catalyst Insight  
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

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## 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.

» Site Catalyst Insight 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](http://lepki.com))

» Creative writing

### References

Jim Mann

Brand Planning Manager

Guardian Media Group

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### 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)

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