

Prolet Miteva

Director of Analytics – Customer Insights, MarTech, Digital Experience

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Digital Analytics Executive coming through a career in Application/Systems Development. Able to unify the disciplines of Technology and Big Data to bolster decision-making for world-leading enterprises.

- Dual expertise leading Web Analytics and Product Analytics organizations, including directing on-site and offshore engineering teams, defining policies, building out infrastructure, and rolling out enablement programs.
- Lauded industry thought leader, leading factions of Digital Analytics Association, MeasureCamp, and Women in Analytics; panelist and presenter for 15+ events in the US and Europe in the last 3 years.
- Deep expertise in building analytics operations, sourcing and synthesizing large data sets, evangelizing data-driven decision-making, and optimizing organizational impact via BI, marketing analytics, and insights.
- Strong visual design sense, including industrial/product design training and front-end web design background, lending to creation of polished analytics dashboards and data visualization platforms.
- Multi-credentialed in Data Science, Web Intelligence, and Digital Analytics; robust analytics toolkit.

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

Autodesk, Inc. San Francisco, CA..... 2015-Present

Sr. Manager, Analytics | Manager, Web Analytics

Took charge of a talented but underutilized Web Analytics group, later acquiring added responsibility for Product Analytics, due to success in establishing an analytics-driven business culture within the company.

TEAM LEADERSHIP

Fostered growth of Analytics organization to 20+ global engineers, analysts, and project managers spanning Web and Product Analytics in Canada, Singapore, and San Francisco, in addition to managing a pool of contractors.

Recruited and hired across all disciplines and promoted high-potential staff into leads and managers.

Mentored junior developers in best practices in Analytics, including sourcing, synthesizing, and visualizing data for a wide range of key stakeholders.

Web Analytics (2015-Present)

Managed 4 web analytics engineers and a senior product manager on a \$1.25M CapEx budget allocated for web technology and equipment purchase/maintenance.

- Upleveled Web Analytics by becoming more strategic about capturing and preparing data while working with Engineering, Data Science, and Data Management teams to ensure effective integration with back-end and attribution models.
- Standardized and expanded usage of Adobe Analytics and Google Analytics from 30 websites to over 120 localized websites and microsites, while establishing full GDPR privacy compliance.
- Produced user-friendly data visualization tools and dashboards embedded in web pages, converting marketers into analytics champions and reducing incoming requests for ad hoc reports by over 40%.
- Evangelized Analytics program and rolled out analytics trainings across the enterprise, boosting active internal user base 265% (to 400+ users).
- Worked cross-functionally with Marketing, Sales, ABM, and Engineering to define and execute on-site personalization through CDP and DMP use case definition and vendor selection.
- Led 5-month Tag Management System (TMS) transition, including defining data models.

Product Analytics (2018-Present)

Directed 15+ product managers, project managers, analysts, engineers, and a development manager in developing analytics for 40+ applications (30% of total product line)

- Spearheaded data collection across web, mobile, desktop, and cloud applications, pioneering cloud data management strategy for 2 core products, with plans to extend program to top cloud applications.
- Drove strategy and execution for aggregating, ingesting, and segmenting raw data to transform billions of events into searchable and parsable information.
- Maintained high-level vision of data architecture and platform integration, translating business requirements into useful analytics and reporting.
- Oversaw the engineering of proprietary in-product SDKs and develop analytics tools to facilitate data collection across 40+ highly custom applications.

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

LeapFrog Enterprises Emeryville, CA 2004-2015**Director Front-End & Web Analytics**

Shaped UX design and UI development, optimized merchandising, and increased conversions for desktop/mobile websites via data-driven insights based on diligently harvested user analytics, A/B testing, and customer feedback.

TEAM LEADERSHIP

Oversaw Analytics across all platforms, including ecommerce site, desktop apps, mobile apps, CMS, and web services.

Web Analytics (2014-2015)

Supervised 1 manager and 5 engineers, including both internal and external development teams handling mobile/web front-end development.

- Orchestrated integrations of Endeca Experience Manager and Adobe Experience Manager (CQ) with Oracle ATG Commerce in order to harvest invaluable data from ecommerce websites selling digital and physical products.
- Restructured development operations and instituted flexible mobile integration across proprietary devices to shorten time-to-market by 75%.
- Led web analytics implementations for desktop and mobile ecommerce website, from requirements gathering and needs analysis through deployment and training.
- Leveraged Enhanced Google Analytics features and Google Tag Manager, introducing a robust data layer across the platform.
- Delivered ongoing analytics training for Marketing and Development personnel and set up self-service analytics administration, increasing adoption 50%.

Sr. Development Manager, Desktop Apps & Web | Development Manager, Desktop Apps

Trailblazed Analytics programs for desktop and mobile application products as well as website and ecommerce platforms, while rising through the ranks as an Engineering Manager straddling multiple disciplines.

TEAM LEADERSHIP

Selected to supervise Desktop Engineering team, later tasked with creating mobile applications and analytics capabilities for LeapFrog toys.

In 2014, inherited website and ecommerce teams to expand best practices to these groups and drive up innovation.

Desktop & Mobile Applications Engineering & Analytics (2007-2014)

Led 5 software developers in building web and mobile applications, eventually taking control of Analytics and Customer Insights across all platforms.

- Defined app analytics strategy and protocols for desktop applications as well as new iOS mobile application, quickly taking precedent.
- Managed CMS and Web Services integration for iOS application development to simplify content management process while adding flexibility to content delivery via numerous devices and operating systems.
- Oversaw on-site and offshore teams in the cross-platform application development of 20+ components for LeapFrog consumer products.
- Coordinated efforts with Embedded Devices and Application Development teams to ensure technical compatibility.
- Deployed multi-platform application support for 10 connected devices.

Web Engineering & Analytics (2010-2014)

While continuing to carry Desktop/Mobile App responsibilities, developed and managed a new taskforce of 7 talented C++ engineers focused on web/ecommerce development.

- Drove first-generation analytics integration for desktop applications..
- Facilitated device connectivity and content management through integrations with ecommerce, web services, and DRM.
- Partnered with business, creative, and technical teams regularly.

Developer, Embedded Systems

For 3 years, developed firmware for components of Leapfrog's award-winning educational toys, including a handheld learning game console and an interactive pen with a computer inside designed to assist children with schoolwork.

 THOUGHT LEADERSHIP IN DIGITAL ANALYTICS

—Industry Leadership & Appointments—

President: MeasureCamp San Francisco Chapter – Produce “Unconferences” for 150 analytics professionals

Co-Chair: Digital Analytics Association (DAA) San Francisco Chapter – Organize quarterly analytics events and panel discussions

Mentor: Women in Analytics, Sponsored by DAA – Coach high-potential analytics professionals

—International Speaking Engagements—

DIGITAL ANALYTICS CONGRESS, Utrecht, Netherlands – Conference Presentation.....	2019
<i>“Analytics Is a Product, Treat it As Such”</i>	
DIGITAL ANALYTICS HUB, Richmond, VA – Breakout Huddles.....	2019
<i>“You Have a Bigger Team, Now What?”</i>	
<i>“Connecting Your Data to Help Deliver Better Customer Experiences”</i>	
<i>“Product vs. Digital Analytics, Match Made in Heaven”</i>	
DIGITAL ANALYTICS ASSOCIATION, San Francisco, CA – Expert Panels	2016, 2019
<i>“A Lawyer, a Vendor, and a Practitioner Walk into a Bar... and Talk Privacy”</i>	
<i>“Women in Analytics”</i>	
ANALYTICS NEXUS, Virtual Global Event - Presentation	2019
<i>“Building Your Data Infrastructure”</i>	
MEASURECAMP ANALYTICS UNCONFERENCE, Columbus, OH – Presentation & Workshop	2018
<i>“The Art of War: Getting Ready for the GDPR”</i>	
<i>“Design Thinking Method to Help Define Business Questions”</i>	
SUPERWEEK: 5 DAYS OF ANALYTICS, Budapest, Hungary – Presentation	2018
<i>“The Art of War: Getting Ready for the GDPR”</i>	
MEASURECAMP ANALYTICS UNCONFERENCE, San Francisco, CA – Presentations	2017, 2018
<i>“Building In-House Tools for Better Analytics Adoption”</i>	
<i>“You Have a Bigger Team, Now What?”</i>	
<i>“Adobe Analytics Attribution Features and Tricks”</i>	
<i>“The Art of War: Getting Ready for the GDPR”</i>	
<i>“Design Thinking Method to Help Define Business Questions”</i>	
eMETRICS SUMMIT: International Marketing Analytics, San Francisco, CA – Presentation.....	2017
<i>“Data and Analytics Quality Verification”</i>	
ADOBE SUMMIT, Las Vegas, NV – Presentation	2017
<i>“Analytics Idol: Tips for Using Adobe Analytics”</i>	
AUTODESK SUMMIT, San Francisco, CA – Presentation	2017
<i>“How Personalization Can Create a Better Customer Experience and Increase Customer Satisfaction”</i>	
MEASURECAMP ANALYTICS UNCONFERENCE, Berlin, Germany – Presentation.....	2016
<i>“Building In-House Tools for Better Analytics Adoption”</i>	

 EDUCATION AND EXPERTISE

Certificate in Data Science | Certificate in Web Intelligence | Achievement in Digital Analytics

Digital Design & Production – Robert Bell Outstanding Achievement Award (Top Student), San Francisco State University

Certificate in Forensic Identification, CCSF

Product & Industrial Design, Academician Dechko Uzunov, Bulgaria

Adobe Marketing Cloud, Adobe Analytics (SiteCatalyst & Omniture), Tealium IQ, Ensign Tag Manager, Google Analytics (360),
 Google Tag Manager, Adobe Target, Optimizely, Monetate, AWS, ATG, Endeca Experience Manager, Adobe AEM (CQ),
 Elastic Path, Tableau, Microsoft Office Suite, Adobe Creative Suite