

Trina Arnett

Key Specialties

- Research Design and Methodology
- Dashboard Design and Development
- Data Visualization
- Third-Party Research Methodology Evaluation
- Vendor/Tool Evaluation and Recommendations
- Data Integration, Mining and Analysis
- Marketing Mix Modeling
- Ad Effectiveness Analysis
- Tableau Software Certified Consultant
- Tableau Software Visualization and Dashboard Development
- Social Media Analysis (Facebook, online buzz, word of mouth, etc.)
- Custom Online Survey Development, Programming, Hosting, Data Collection and Analysis
- Competitive Analysis
- Campaign Measurement Planning
- General Research and Analytics Consulting

Professional Experience

University of Colorado Boulder, Boulder, CO (January 2017-current)

Instructor in College of Media, Communications, and Information (September 2019-current)

Teaching full-time in Strategic Communications track of the Department of Advertising, Public Relations, and Media Design (APRD). Currently leading classes in Communications Platforms/Planning and Data Visualization for Juniors and Seniors in the APRD major.

Advise students for relevant professional internships, ensuring they are learning valuable skills and developing their networks, in order to aid their post-graduation employment searches. Provide recommendations for students for graduate school applications and employment opportunities.

Assisting in the development of approach for evaluating performance of Adjunct Instructors and standardizing content across sections taught by multiple professors. Active committee member for hiring new instructors in Strategic Communications track of APRD department.

Adjunct Instructor in College of Media, Communications, and Information (January 2017-May 2018)

Developed new course in Data Visualization, specialized for PR, Media, Journalism, and Communications undergraduate students (Juniors and Seniors). Course covers data visualization theory and best practices, key data types and sources, measurement approaches, KPI calculations, data interpretation and analysis, and use of Tableau Software. Assisting the College in development of analytics concentration and higher-level degree programs.

trinalytics, Longmont/Berthoud, CO (May 2012-current)

Founder/CEO/Consultant

Founded data-agnostic research and analytics consulting firm, providing custom services (shown as key specialties above) for clients and agencies. Developed full offering, leveraging a wide variety of tools and data sources, to assist clients with measuring their business, marketing investments, sales, and other KPIs. Provide white-label consulting for ad agencies wishing to have their own branded analytics capability.

Manage all consulting, business, development, and financial functions, generating over \$200k in revenue per year. Maintain ongoing retainer clients as well as more episodic projects.

Clients include the Gates Notes, Microsoft, Red Hat, IBM, John Deere, Kubota, Jackson Hole Center for the Arts, Westerra Credit Union, Disney, Mini, Project Management Institute, Glidden, Coopervision, Registria, Eastern Bank, 1800DENTIST, and Jim Beam. Agency partners include CTP, Racepoint Global, CPB, Deutsch LA, BSSP, Mechanica, Rumblefox, The Fantastical, Karsh Hagan, Brothers and Co., Paulsen Marketing, Glover Park Group, 180LA, and Brightcloud.

CPB (Crispin Porter + Bogusky), Boulder, CO (September 2008-May 2012)

Chief Analyst

Developed Analytics offering for the agency. Offering included tracking and analysis in a variety of areas including social media (online buzz), digital/online, brand/advertising effectiveness, and business results. Developed and built capability to integrate all this data, for each client, into custom online interactive dashboards. Additionally, integrated data is analyzed via marketing mix/econometric modeling techniques to identify key business drivers and understand optimizations that can be made across channels, in order to have marketing investments perform more efficiently and effectively. Developed marketing mix models including non-standard measures like online buzz and word of mouth, to reflect the impact of these newly measured arenas, on overall business. Synthesized data from across multiple sources, to provide overall business analysis and derive insights on business issues and opportunities.

Responsible for vetting and recommending analytics methodology, vendors, and tools, including social media analysis tools, business intelligence analysis and dashboarding tools, ad effectiveness and brand equity tracking vendors, word of mouth tracking vendors, etc. Managed and coordinated third-party suppliers who provided data for use by clients, including Competitrack, YouGov BrandIndex, Social Bakers, Ace Metrix, and Keller Fay. Negotiated contracts with vendors, for custom data uses, on behalf of clients. Recommended and managed other agency memberships and subscriptions, like the Advertising Research Foundation, Forrester and Technographics, Tableau Software, and Crimson Hexagon. Led the installation, development, and rollout of Tableau and Tableau Server, for providing online interactive dashboards for clients, as well as for internal client teams. Interactive dashboards provide weekly updates on all key metrics surrounding a client's business, as well as benchmarks, goals, competitive comparisons, and the relevant environmental/economic situation.

Developed templates and processes for providing social media dashboards to clients utilizing CPB Social Media services. These dashboards integrate all social media data, including outreach posts (on Facebook, Twitter, etc.), as well as results on various venues (including Facebook, Twitter, YouTube, etc.), and overlay overall online buzz volume. Also provided additional qualitative analysis to understand topics of conversation, influencers, sentiment, and campaign pickup. Leveraged this analysis, not only in the social space, but also to understand consumers' feelings about a brand (and their competitors), reaction to marketing campaigns, customer service issues, etc. Continually evaluated new social media analysis vendors, to recommend best options for internal and client use.

Developed methodology, wrote surveys, evaluated sample vendors, fielded, and analyzed primary survey research on behalf of clients, for new business pitches, pre-post testing, matched-market testing, campaign analysis, and brand tracking.

Supported new business pitches by collecting data from various sources and synthesizing insights to support strategy development. Developed materials for pitching analytics capabilities to current clients and new business prospects.

Managed team of Sr. Brand Analysts, Brand Analysts, Modelers, BI Managers, and Social Analysts. Responsible for all staffing functions, including developing job descriptions, interviewing, hiring, and professional development. Worked closely with Social Media, Account Service, IT, Cultural Insights, Interactive, Media and Recruiting teams. Clients included Microsoft, Kraft, American Express, Burger King, Coke Zero, MetLife, Old Navy, Best Buy, Milka, Bolthouse Farms, Domino's Pizza, and Jell-O.

PARTNERS+simons, Boston, MA

(January 2007-August 2008)

Director of Research, Analytics & Measurement

Developed and implemented Marketing Sciences offering for the agency. Offering included qualitative and quantitative primary research, analytics, and measurement, customized for each client's needs, provided on a project or retainer basis.

Responsible for researching, evaluating, and recommending new measurement and analytic software, tools, and partners. Investigated new and emerging media types and potential methods for measuring them. Studied newest industry methodologies and evaluated vendors in research, analytic and measurement arenas. Contributed content as subject matter expert (SME) on Measurement & Analytics section of corporate blog (www.artandscienceblog.com).

Worked closely with Brand Managers, to identify opportunities for research, analytic and measurement engagements with current clients. Integrated with Contact Planning Group to leverage insights in order to improve targeting, messaging, contact strategy and campaign conversion. Developed test matrices for email and online campaigns. Assisted New Business Team with marketing sciences representation in new business proposals and pitch presentations. Represented Marketing Sciences offering in new business pitches and prospecting meetings.

Evaluated clients' and prospects' current analytic and measurement processes and made recommendations for customized solutions to fit their needs and scenarios. Developed full proposals for marketing science engagements, including staffing, deliverables, costs, software/tool/vendor recommendations, and timing. Led discovery process with clients to identify data sources. Compiled data and provided analyses and recommendations. Designed, programed, and managed online primary research and data collection. Analyzed results data, documented learning, and presented final recommendations. Developed measurement plans for marketing campaigns and tactics. Analyzed results and presented in a variety of manners, including reports and online interactive dashboards. Developed and deployed customized dashboards for client campaigns, which tracked and reported results from brand awareness attributes, to campaign efficiency, segment response, lead conversion rates, sales conversion, and finally ROI. Offered marketing mix modeling capabilities to identify and optimize incremental marketing contributions to overall sales, in complex market scenarios. Provided customized customer/prospect segmentation analyses and persona development to support persona-driven marketing programs.

Clients included Horizon Blue Cross Blue Shield of New Jersey, Blue Cross Blue Shield of Massachusetts, Alkermes, Agilent Technologies, Sovereign Bank, Genzyme Corporation, Tufts Medical Center and Floating Hospital for Children, Harvard Business School, Converse, IAC Search, Liberty Power, and CDPHP (Capital District Physicians Health Plan).

Fidelity Investments, Boston, MA

(September 2004-January 2007)

Director, Value Map & Advertising Effectiveness Analysis

Managed Advertising Effectiveness Analytics team within Customer Knowledge Center (CKC) in Personal Investments' (Retail division). Recommended strategic direction for analysis of advertising effectiveness. Defined and standardized methodologies for measurement of advertising/media effectiveness and efficiency. Oversaw implementation of new methodologies, including communication of impact to key business partners and stakeholders. Worked with Media and Advertising teams to coordinate measurement elements within advertising campaigns. Worked with Direct Marketing effectiveness team to ensure consistent measurement approaches and share learnings across teams. Collaborated with Market Research group on analysis of syndicated survey-based approach for measuring performance of individual TV and Print executions, campaign-level rollups, and competitive comparisons.

Recommended measurement plans for variety of projects, including econometric (marketing mix) modeling, local 'matched-market' analyses, and direct tracking of ad/campaign response and key business metrics, through use of unique URLs, BRCs, 800 numbers, online tracking, etc. Managed econometric modeling vendor through iterative process of developing Marketing Mix and Value Map econometric models. Provided data, worked with vendor's modeling team to hone models, interpret models into business results, document and present final results, and make recommendations for budget optimizations, based on results. Oversaw development and analysis of pilot of Value Map project – a series of 14 econometric models built to understand impact of discretionary investments (marketing, channel, technology, headcount, product) on all key metrics of Fidelity Retail business (including calls, clicks, branch visits, new customers, new money into accounts, exiting money, and trading behavior). Results were used to build multi-year financial planning models for projecting operating revenue and optimizing discretionary budgets across Retail division.

Managed group staffing functions, including writing requisitions for new hires, developing job descriptions, interviewing, hiring, training, managing staff, providing feedback, and writing formal performance reviews. Managed a staff of three analysts.

Mullen, Wenham, MA

(January 1998-September 2004)

Vice President/Director, Integrated Analytics (August 2000-September 2004)

Senior Manager, Strategic Market Analysis (February 1999-July 2000)

Senior Strategic Market Analyst (January 1998-January 1999)

Developed analytical specialty for agency and created Analytics department. Designed and produced proprietary analytical offering (customizable for each client), which leveraged analytics to improve advertising effectiveness and drive continuous improvement in media efficiencies. Developed all new business pitch materials representing capabilities of Analytics group. Presented Analytics capabilities and case studies in all agency new business pitches. Identified and targeted independent new business opportunities for Analytics group. Managed all Analytics' client engagements. Developed staffing plans and budget recommendations for current and new clients. Scoped out all Analytics projects and on-going client engagements. Determined feasible and actionable deliverables and managed client expectations. Integrated with all other agency disciplines, working very closely with Media Planning and Account Services groups. Managed all staffing functions of Analytics group.

Collected, integrated, and analyzed a variety of primary and secondary data pertaining to a client's business, including data on customer response (leads, sales, other key business metrics), customer satisfaction, brand and advertising awareness, economic conditions, online and offline media spending, advertising and creative placement, inbound/outbound call center/telemarketing activity, direct marketing activity, web and interactive marketing, competitive activity, census and geographical information, and third party agency data (such as Forrester). Developed predictive econometric models, based on integrated marketing data listed above, and projected future customer response on key business metrics. Collaborated with media team and client in creation of marketing tests to evaluate customer response. Designed testing scenarios and measurement methodologies prior to media or marketing implementation. Coordinated with client's technical staff to set up appropriate data collection processes to measure and evaluate tests. Arranged data transfer specifications and communications. Built record-level customer response databases to track results. Integrated results into models to facilitate iterative improvement in marketing plans. Applied learning to impact media and advertising decisions, in order to continuously improve the efficiency and effectiveness of the marketing strategy and media plan. Created final presentations. Provided analysis and made recommendations to internal client team as well as directly to client. Evaluated potential ROI for recommended changes to marketing strategies. Provided analytic services for Nextel, Lendingtree.com, Match.com, XM Satellite Radio, The Financial Group, Northern Light, S&H Greenpoints, Hifi.com, and GM Drivers Site.

Designed, conducted, analyzed, and presented primary quantitative research. Sample projects included 1) a conjoint-based study to identify new promotions which would drive the most customer response; 2) a market-sizing study to project increased customer response when a new sales channel was introduced; 3) a large-scale study to assess overall market size, client's market share and project 5-year trend of growth in overall market and for client's business, across multiple products and sales channels; and 4) a risk assessment study to evaluate upside and downside risks of potential changes to overall business model and customer proposition.

The Faneuil Group/Faneuil Research, Boston, MA

(October 1994-December 1997)

Vice President, Marketing (September 1997-December 1997) -- Produced and maintained all internal and external marketing materials regarding The Faneuil Group, its corporate image, and its products and services. Liaised with advertising agency regarding corporate strategy, campaign development, and media planning and placement. Developed

internal training materials for Sales, Marketing, and Client Services Groups. Developed and maintained boilerplate for all integrated marketing proposals submitted to clients and potential clients. Managed design, development, and maintenance of corporate web site. Designed and managed production of corporate promotions. Created corporate stationery, business cards, presentation materials, and all communications templates. Managed development of corporate marketing database and responses to informational requests.

Director of Marketing & Market Research (November 1996-September 1997) -- Developed and submitted client proposals for large scale integrated marketing programs. Managed client research programs, most notably for GE Capital Auto Leasing Division, including sample and methodological design; research training, fielding, and data collection; data cleansing; final results analyses; client presentations; and developing client's continuing strategic plan. Synthesized multiple data sources to provide strategic analyses. Integrated results and strategic planning into marketing programs and sales campaigns.

Director of Consulting and Product Development (January 1996-November 1996)

Manager, Database Research (May 1995-January 1996) -- Managed database research client accounts, particularly for BellSouth Telecommunications. Designed and maintained databases of customers and their purchases of telephone features and services. Tracked and modeled historical sales, and created models to simulate customers' purchases of new telephone services. Utilized models to create targeted calling lists of best prospects to support telemarketing sales group. Coordinated with systems groups in telemarketing centers to manage daily data transmissions and loading of calling lists. Monitored daily results and updated sales models with each day's sales and non-sales results. Updated prospective calling lists as required to maintain sales performance rates among the telemarketing centers. Developed and implemented client's first modeled and targeted telemarketing project aimed at the Hispanic customer segment in Florida. Managed the usage of the Equifax Infomark®/MicroVision® Analysis system and incorporated its geo-demographical segmentation information into client projects, databases, and modeling projections. Responded to requests for proposals with suggested research, survey, and/or database methodology, timing, costing, and capabilities.

Senior Research Analyst (October 1994-May 1995) -- Designed and managed database of customer satisfaction information for Commercial and Industrial customers of Southern California Gas Company. Designed survey methodology and worked with call center to implement quarterly collection of phone survey data, based on service requests provided by client. Managed data entry supplier. Compiled data and analyzed quarterly, by customer segment. Generated quarterly reports and quarterly datasets for use by the client. Developed and implemented yearly modeling to analyze Key Components to Customer Satisfaction.

Leo Burnett Co., Inc., Chicago, IL

(March 1991-September 1994)

Senior Research Analyst (February 1994-September 1994) -- Worked on client accounts, including Beef Industry Council, Heinz, Star-Kist, Tropicana. Assisted in developing marketing plans and strategies. Recommended research and methodology. Planned and executed all components of both qualitative and quantitative research projects. Designed discussion guides and conducted qualitative one-on-one in-depth interviews and focus groups. Designed questionnaires. Arranged respondent recruiting, interviewing, data collection and processing. Completed coding, tabulation, and final analyses. Compiled conclusions into internal and client presentations and reports. Coordinated with appropriate personnel in creative, client service, media, and retail departments. Managed research team meetings.

Research Analyst (April 1992-February 1994) -- Worked in New Products Planning Group. Worked on development of behaviorally segmented new product volume prediction model and new product adoption processes analyses, using IRI and Nielsen scanner data. Planned and executed analyses of large mainframe databases using SAS. Created and analyzed ideas for potential new products. Acted as internal consultant to client service groups and clients. Supervised research interns. Managed use of multi-media research kiosk.

Assistant Research Analyst (March 1991-September 1991) -- Worked on client accounts - First Brands, United Airlines. Responsibilities were as listed in Research Analyst position above.

KRC Research: Cambridge River Associates, Cambridge, MA

(September 1990-December 1990)

Survey Research Internship -- Participated in all aspects of survey and polling research. Learned telephone interviewing techniques, tallying, quality control, data entry, basic analysis, survey setup, and management of phone bank/call center. Trained in theory of survey research including samples, quotas, biases, results, and oversamples.

Education

University of Chicago

(1991-1992)

Ph.D. Program in Decision Sciences/Business -- (Degree not completed.) Courses taken include Organizational Decision Making, Doctoral Seminar in Judgment and Decision Making, and Doctoral Seminar in Creativity.

Massachusetts Institute of Technology

(1986-1991)

S.B. in Management Science, concentrating in Behavioral Science. Courses taken include Doctoral Seminar in Research Methods, Managerial Psychology Laboratory, Applied Statistics, Probability and Random Variables, Social Psychology, Linear Algebra, Principles of Applied Mathematics, Management of Human Resources, Organizational Design, Applied Mathematical Programming, Microeconomics, Macroeconomics, Accounting Principles, Introduction to Psychology, and The Structure and Interpretation of Computer Programs. GPA 4.2/5.0.

- Tech Proficiency** Windows/PC platform, Macintosh platform, UNIX/Linux platforms, Google platform
Tableau Software (including Prep, Online, and Server), site traffic platforms (e.g. Google Analytics, Adobe Analytics, Heap), Google Tag Manager, social media analytics platforms, online buzz analysis platforms, email platforms, advertising platforms (e.g. DCM, DFA, AdWords, Facebook Ad Manager, LinkedIn Campaign Manager), YouGov BrandIndex, SAS, MS Office Professional, EViews, online survey software, Atlas GIS/Select, Equifax Infomark®/MicroVision® Analysis System and SPSS.
- Specific Technical Training**
- SAS Business Intelligence Dashboard: Developing and Using Dashboards
 - Accessing Information Using the SAS Information Delivery Portal
 - Customizing and Administering the SAS Information Delivery Portal
 - Time Series Forecasting using SAS/ETS Software (*Focus: ARIMA modeling*)
 - Marketing Research: Practical Applications using the SAS System (*Focus: Conjoint Analysis, Multidimensional Preference, Correspondence Analysis, Principal Component Analysis, Multidimensional Scaling*)
 - Tableau Certified Professional
 - Tableau Certified Consultant
 - Member of Tableau Customer Advisory Board
- Speaking Experience**
- Presentation at Fall 2018 Conference for National Agri-Marketing Association, entitled 'Data-Driven Market Intelligence'
 - Frequent presenter at Denver Tableau User Group
 - Tableau Software Marketing Analytics webinar entitled 'Small Team, Real Data: Winning with What You've Got' (<https://www.tableau.com/learn/webinars/small-team-real-data>)
 - MarketingProfs recorded class on Marketing Technology
 - Guest lecturer at University of Colorado Boulder, College of Media, Communications and Information
- Outside Interests** Photography, jewelry making, Dalmatian Rescue, Girl Scout leader, volunteer work, pets, cooking, outdoor activities, reading, exercise and fitness, sailing, paddle-boarding, bowling, travel, bicycling, motorcycling, music, artwork, technophile, audiophile.