**DALLAS LAMBERT**

## Lake Forest, CA ▪ driven@dallaslambert.com ▪ (714) 768-2244 ▪ linkedin.com/in/dallaslambert/▪ www.dallaslambert.com

**Sr.DIRECTOR OF MARKETING OPERATIONS / BUSINESS INTELLIGENCE**

**Projecting new growth opportunities through in-depth market analysis & multi-media marketing**

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Exemplary analytical and strategic thinking ability with experience in marketing analytics infused with deep understanding of digital media, technologies, and trends. Inquisitive nature with capabilities to develop compelling insights to drive integrated marketing analytics across the customer journey. Strong working knowledge of customer-experience mapping in digital engagements also holds experience managing data and data mining. Embrace ability to anticipate needs that the client may not yet recognize and ensure that approaches and creative solutions are linked to client objectives with supportive data. In-depth understanding of analytics, database, and technology platforms and media channels also applied experience with a strong understanding of advertising/marketing business objectives and dynamics.

* *Received 7 Seals Award, President’s Award, High-Five Excellence Award, and Gold Certificate of Excellence.*
* *Successfully executed Marketo Account-based marketing and Nurture campaigns for DCS M&E, healthcare, and life sciences verticals. Incorporated Translations.com to Marketo to automate the translations workflow for email and landing pages.*
* *Migrated G-Portal to B2B Marketo; centralized B2B and B2C Demand Gen/Platform ownership under one team.*

## KEY SKILLS

Strategic Planning ▪ Business Intelligence ▪ Marketing Operations ▪ Product Planning, Development & Marketing ▪ Web Operations ▪ Competitive Analysis ▪ Technology Management ▪ Market Analysis ▪ Program Management ▪ Data Infrastructure ▪ Software Development ▪ Information Architecture ▪ Demand/Lead Gen ▪ GDPR ▪ Data Governance & Strategy ▪ UX/UI ▪ SEO Strategy ▪ Personalization & Automation ▪ Platforms ▪ E-commerce ▪ Technical Publications ▪ Team Building & Leadership Development

## PROFESSIONAL EXPERIENCE

### WESTERN DIGITAL–Irvine, CA (2005 – Present)

### Western Digital Corporation is an American computer hard disk drive manufacturer and data storage company. It designs, manufactures and sells data technology products, including storage devices, data center systems, and cloud storage services.

### Chief of Staff – Global Marketing (Oct 2017 – Present)

Oversee marketing operations, including corresponding to marketing budget, coordinating, budgeting, prioritizing and managing the follow-through and execution of the overall marketing organization. Create innovative approaches based on customer data, analytics, and insights that lead to valued customer experiences. Conduct customer journey workshops and independent analytics project; also serve as operational owner in managing, prioritizing and following through on the highest value projects, programs and deliverables of the company.

* ***Drive the use of data*** *to create a strategic analytics framework for cultivating and producing insights that build clients’ brands by identifying and maximizing key customer experience touch points and measuring ROI to prove it.*
* ***Demonstrate a solid understanding*** *of client business strategy, products, competitors and industry standards. Serve as a day-to-day analytics partner to the clients, using excellent communication & strong presentation skills internally and with clients of all levels.*
* ***Oversee the analytics strategy and reporting*** *on complex digital engagement programs from planning to development to execution to evaluation — through dashboard development and tracking/measuring deliverables.*
* ***Counsel clients on business opportunities,*** *providing strong recommendations on project and partnership priorities.*
* ***Perform data analysis,*** *effectively summarizing findings and sharing actionable applications with colleagues and clients.*
* ***Demonstrate strong understanding of*** *digital and social platforms, trends and measurement approach with an enthusiastic pursuit of continuous learning. Oversee the development of metrics, dashboard reports, and campaign test design.*
* ***Collaborate extensively*** *with the creative, technology, analytics and account management teams and more, to add value to all client relationships. Apply innovative data analytics methodologies to drive customer insights for clients’ brands.*
* ***Led the implementation of*** *CDP and data layer infrastructure to enable cross-functional end to end analytics. Developed and implemented Tealium CDP, AA, GA, Sprinklr Paid and Crimson Social Listening.*
* ***Implemented Global SDR*** *to ensure accountability and alignment cross functionally also implemented TMS, Pixel tracking, URL generator for Global Tracking. Consolidated all SEM accounts to one global account. Deployed Personalization Automation technology (Adobe Target) driving a 74% increase in purchase conversion, and an 800% increase in email signups.*

### Sr. Director – Marketing, Web Operations and Technologies (2016 – Present) |Director – Marketing, Web Operations and Technologies(2014 – 2016) |Sr. Manager – Marketing Operations (2013 – 2014)

Lead and manage the marketing function with emphasis on championing the brand and expanding the customer base. Responsible for product development, distribution, advertising, planning, market research, event planning, and social media management also responsible for managing marketing materials creation, maintaining a good relationship with the company's stakeholders and writing marketing copy. Develop entire marketing program including website, budget and measuring matrix, email blast, corporate events, direct mail, and trade show. Drive website strategy and optimize site-visit experience. Own site personalization strategy and defined how to present individualized site-visit experiences based on the visitor’s attributes.

* ***Spearheaded the completion of*** *westerndigital.com. Consolidated Tegile and HGST website under Western Digital creating a corporate and enterprise website. Also consolidating all our B2C sites into one Ecommerce platform and one site in June 2019.*
* ***Plan, develop and define website strategy based on business and technology requirements;*** *work closely with stakeholders to drive presentation of messaging, programs, and content. Led the Technical Web Producer, Product Manager, and the Developer Portal Designer to form a v-team and drive the site redesign.*
* ***Own personalization strategy*** *and deliver an intuitive and frictionless site-visit experience for each audience segment.*
* ***Drive innovation and experimentation,*** *continuously fine-tuning the site using analytics and A/B testing.*
* ***Make updates*** *as needed to incorporate the launch of new features, products, programs, and other marketing efforts.*
* ***Ensure optimization for organic site traffic.*** *Ensure all content and design assets that appear on website are on brand, on message, and align to efforts on off-site channels.*
* ***Work with international regions*** *to ensure appropriate alignment across localized sites. Report weekly on website performance and status to goal. Extend impact to additional channels over time to grow scope.*

**EARLY CAREER:**

**Sr. Manager – Product Marketing | 2012 – 2013**

**Sr. Manager – Product Management | 2011 – 2012**

**Senior Manager – America’s Technical Support and World Wide Training | 2009 – 2011**

**​Technical Support Manager – (Level 2 Technical Support and Customer Service Manager) | 2008 – 2009**

**​Technical Support Supervisor – (Level 2 Technical Support/Customer Service Supervisor) | 2006 – 2008**

**Technical Support Lead | 2005 – 2006**

**Technical Support Manager | Northgate Innovations – City of Industry, CA | 2001 – 2005**

## EDUCATION& CERTIFICATIONS

## *Master of Computer Science, Data Management* | COLORADO TECHNICAL UNIVERSITY – Colorado Springs, CO | 2019

## *Bachelor of Science in Technology Management* |COLORADO TECHNICAL UNIVERSITY – Colorado Springs, CO

## *Associate of Information Technology in Computer Science* | COLORADO TECHNICAL UNIVERSITY – Colorado Springs, CO

## *Accounting Fundamentals Certification* | COLORADO TECHNICAL UNIVERSITY – Colorado Springs, CO

## *Unitek Computer Certifications* |*CompTia A+, CompTia Network +, Client Java Programming, UNIX Network Administration, CST, CNST*

## *Search Engine Optimization (SEO) Certification:* New York, NY, Expert Rating ISO 9001:2008

## *Certified SCRUM Master:* SCRUM Alliance, ID: 000700838

## PROFESSIONAL TRAINING

## *Executive Leadership Management Program Certification - University of Notre Dame, Notre Dame, IN*

## *​Effective Leadership Certification - University of Notre Dame, Notre Dame, IN Effective*

## *Leadership Strategies Certification - University of Notre Dame, Notre Dame, IN*

## *Leading Teams and Organizations Certification - University of Notre Dame, Notre Dame, IN*

## *Professional Communication Certification - University of Notre Dame, Notre Dame, IN*

## *Project Planning Certification - University of Notre Dame, Notre Dame, IN Project*

## *Management Professional Certification - University of Notre Dame, Notre Dame, IN*

## AWARDS & RECOGNITION

## *Highlighted Executive on jobs.westerndigital.com*

## *Executive Sponsor for Veterans Employee Network*

## *Western Digital one blog 2019 IT Blogs for 2019*

## *1st Prize in HCL Adobe Best Project Contest - Localized bulk asset upload utility tool*

## *2nd Prize HCL Adobe Rockstar -  Localized bulk asset upload utility tool*

## *2015 Telly Award for Branded Content & Entertainment - Business-to-Consumer content - "What drives Kevin Lynch"*

## *2015 Telly Award for Institutional/Corporate Image - Online Commercial - "About WD Ventito"*

## *2015 Telly Award for Online Webisodes, Segments, Promotional Pieces - "A Photography Lighting Technique Created by a Pro"*

## *2014 W3 Silver Award - WD Ventito - Website Features - Visual Appeal*

## *2014 W3 Silver Award - WD Ventito - Branded Content - Branded Content: Business to Consumer*

## *2014 W3 Silver Award - WD Ventito - Rich Media - Computer /IT: Hardware*

## *2014 W3 Silver Award - WD Ventito - Rich Media - Consumer Electronics*