

# Casie Schiffman

Boca Raton, FL  
[hicasie.com](http://hicasie.com)

10+ Years of Data-Driven Business and Product Influence

## Work History

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### Senior Data Analyst

Jan 2017 - Present

ENJOY TECHNOLOGY, INC.

MENLO PARK, CA

- Lead partnership data analyst at a B2B2C eCommerce company, leveraging data insights to drive strategic business and product decisions.
- Drives organizational change through communicating insights and recommendations, documenting rich narratives through reports and presentations to executive stakeholders.
- Creates detailed product specifications for internal and external data initiatives.
- Scopes complex data-centric projects, internal and partner-facing, across multiple teams and systems.
- Analyzes the effectiveness of new solutions and informs whether to double down, pivot, or eliminate a new feature or process.
- Applies data methodology to pinpoint existing gaps, and defines related business and product questions, and KPIs.
- Prioritizes, plans, and manages based on data mining to inform business processes and product direction.
- Ensures proper instrumentation for data tracking and accumulation, with a focus on data quality.
- Contributes to the evolution of tools to track and understand customers and user behavior.
- Collaborates with data engineers to execute and iterate on the data roadmap.
- Evaluates digital experiments through statistical methods, resulting in product recommendations.
- Experience with Business Intelligence solutions and PostgreSQL.

### Growth Manager

June 2016 - Jan 2017

CROWDFLOWER (acquired by APPEN)

SAN FRANCISCO, CA

- Growth manager at a B2B enterprise SaaS company influencing inbound traffic and digital programs.
- Released data-driven insights through compelling storytelling.
- Owned all marketing KPIs, prioritizing through the attribution of programs across a range of channels to identify the most effective ways to grow revenue.
- Evaluated the performance of marketing programs, experience leading campaign strategy and execution of core demand generation initiatives.
- Optimized the product trial experience and was the business owner of conversion rate.
- Led all email and website A/B testing.
- Drove content recommendations, website, and email changes.
- Assessed content performance throughout the buying lifecycle.
- Managed the website referral strategy (organic and paid) including SEO, blogs, social media, paid ads, and content syndication.
- Built and operated the marketing framework and technology stack (Google Analytics, Mixpanel, Marketo, Salesforce, WordPress, Mode, SQL).

### Head of Growth

Nov 2015 - May 2016

PERSISTIQ

SAN MATEO, CA

- Facilitated scaling at a B2C SaaS company of over 250% rise in product revenue through leading projects including: churn prevention measures, instituting a channel partnership program, A/B testing, overhauling on-boarding, and identifying conversion pain points through funnel analysis.
- Refined customer impacted processes by projecting user behavior, with an emphasis on experimentation.
- Worked closely with product engineering, marketing, and customer success to diagnose issues/product

friction and quickly plan and implement solutions.

### **Web Developer**

Jul 2015 - Oct 2015

BOATBOUND (acquired by BOATSETTER)

SAN FRANCISCO, CA

- Web developer at a B2C eCommerce company building on a Ruby on Rails framework..
- Worked with third-party integrations (Stripe, Devise, OAuth), plugins (ActiveAdmin), tests (RSpec), and deployment (AWS).

### **Software Fellow**

Apr 2015 - Jun 2015

FOG CREEK SOFTWARE - STACK OVERFLOW (now GLITCH)

NEW YORK, NY

- The Fog Creek Software Fellowship was built to support promising female engineers in their transition into software development.

### **Adjunct Professor (part-time)**

Jan 2015 - Aug 2016

SNHU

VIRTUAL

### **Financial Analyst**

Feb 2013 - Feb 2015

YORK CAPITAL MANAGEMENT LLC

NEW YORK, NY

### **Financial Services Assurance Senior Associate**

May 2011 - Jan 2013

ERNST & YOUNG LLP

NEW YORK, NY

### **Assurance Experienced Associate**

Jun 2008 - Apr 2011

PWC LLP

ATLANTA, GA and MIAMI, FL

## **Education**

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### **M.Acc, Master of Science in Accounting**

2009

UNIVERSITY OF FLORIDA

Florida Bright Futures Scholarship financed 100% of graduate education

### **B.Sc, Bachelor of Science in Accounting**

2008

UNIVERSITY OF FLORIDA

Florida Bright Futures Scholarship financed 100% of undergraduate education

## **Links**

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[LinkedIn](#) | [Quora](#) | [Twitter](#) | CPA certification (inactive)