# Ray Miller

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## CAREER SUMMARY

What has distinguished me in my career is **innate curiosity** for answering businesses most complex data problems. **Constantly learning** is a core part of who I am and what I bring to the team.

Currently, I work in analytics at Twilio focusing on our marketing pipeline performance, campaign efficiency, strategic planning and marketing data storytelling. I manage a high performing analytics team that transforms business data into storylines. My team analyzes both product-led growth funnels & sales-assisted funnels to create a cohesive growth marketing and demand generation narrative. The team I lead achieves this through combining disparate data with code & visualizing in our business intelligence visualization tools.

Previously, I joined EVERFI at $20M in ARR and helped scale to over $100M. I was responsible for all marketing performance management as well as systems and tooling. EVERFI was acquired. by Blackbaud for $750M. Prior to that I helped scale a start-up from less than $500K in ARR to over $13M in revenue. Social Tables was acquired by Cvent in a 9 figure deal. One of my proudest accomplishment was being the first business development employee, salesforce administrator, marketing automation implementer & analytics expert.

## WORK EXPERIENCE

### Director, Marketing Strategy & Analytics
**Twilio**
09/2022 – present    WASHINGTON, DC
*Currently, I lead and contribute to a creative & technical analytics team. My team works as business partners to global executive stakeholders across demand, growth, campaigns, product marketing and sales. We take large data sets produced by the business and distill them into stories to inform decision making. My team maintain a large library of Tableau dashboards powered by code that we develop using our data lake.*

**Key deliverables & responsibilities:**
- Weekly, Monthly & Quarterly business reviews with insights across the business to inform future strategy.
- Key strategy business partner to the head of growth, product marketing & global campaigns.
- Defining and codifying source of truth metrics across marketing funnel.
- Built & developed the company LTV:CAC model that is presented monthly at the Board of Directors meeting.
- Worked collaboratively with Finance team on media mix modeling & investment deployment.
- Built a comprehensive Return on Ad Spend model that tracks advertising spend to actualized revenue
- Ownership and accountability for marketing channel performance
- Creation of multi-touch attribution model for campaigns that tracked across billions of dollars of pipeline generation.
- Built a machine learning model to predict a customer's persona using internal & third party data.
- Linking product-led growth to sales growth funnel in order to articulate the impact of our PLG efforts.
- Creative forecasting & modeling for various business questions.

**Key tools:** Tableau, SQL/Presto, Python, Salesforce.com, Google Analytics

### Senior Manager, Marketing Strategy & Analytics
**Twilio**
06/2020 – 09/2022    WASHINGTON, DC
*In this role I architected the marketing sales funnel reporting infrastructure for Twilio. What started as a humble team of 1 grew to 4 due to the outsized impact that our analytics & insights were having on our business. We built the code infrastructure, Tableau dashboards & then enabled the business. On a weekly basis our reports and dashboards receive hundreds of unique viewers.*

**Key deliverables & responsibilities**:

- Defined & codified Marketing Metrics like Marketing Qualified Leads (MQLs), Sales Accepted Leads, Marketing attributed revenue, Cost per lead & many more.
- Worked across the web team & sales development teams to improve the conversion experience resulting in higher conversion rates to sales.
- Built initial codebase to connect web traffic, conversion traffic, sales data & revenue data in order to judge marketing campaign effectiveness.
- Developed a predictive model to indicate when a self-service customer is ready for Sales Engagement - this led to an exponential increase in revenue capture & speed.
- Created the first lead waterfall reporting infrastructure to allow the team to see performance across each step in the conversion funnel.
- Created a clustering segmentation analysis to more accurately target customers for our marketing efforts.
- Responsible for target setting & reporting across global marketing.
- Acted as a primary business partner to the head of Worldwide Field Marketing & head of Demand Generation.

**Key tools:** Salesforce.com, SQL/Presto/Redshift, Excel, Heap /Google Analytics

### Senior Director, Marketing Operations
**EVERFI**
04/2019 – 04/2020    WASHINGTON, DC
*In this role, I reported to the CMO. Acted as the primary marketing point of contact for demand generation strategy, analytics, and process.*
**Key Deliverables & Responsibilities:**
- Managed a team of high performing marketing analysts and marketing operations practitioners.
- Responsible for all technology, digital marketing, SEO, paid advertising, marketing automation, website optimization, and marketing analytics/intelligence
- Enable marketers to judge ROI on 7 figure marketing investments.
- Work directly with sales operations to help understand pipeline development; finance to help understand impact of investments, and the executive team to bring marketing to the table as a strategic partner in the organization.
- Act as the CMO and SVP of Demand Generation's strategic advisor. Lead projects that span across the company to improve the performance of marketing spend.
- Own lead and pipeline forecasting model to provide insight into how our current performance will effect future quarter revenue and booking targets.
- Business line administrator of Salesforce, Marketo, Google Analytics, Leandata, Drift, Bizible, and Clearbit.

**Key tools:** Marketo, SQL, Salesforce, Drift, Leandata, Google Analytics, Excel

### Director, Marketing Operations
**EVERFI**
11/2017 – 03/2019    WASHINGTON, DC
*In this role, I reported to the SVP, Revenue Operations as the first marketing operations hire. Led marketing analytics, technology and process. I created the first evaluation model of our marketing spend and was instrumental in reorganizing our disparate marketing organization into one team.*
**Key Deliverables & Responsibilities:**
- Created the first framework and documentation for process, technology, and analytics
- Enabled 30 marketers to run campaigns, judge results, and make real time adjustments to improve their marketing qualified pipeline.
- Led paid marketing team that utilizes Google Adwords, Bing Ads, Rollworks, Linkedin Paid Ads, and various other online channels to drive results.
- Managed technical aspects of key marketing systems (MAP, CRM, Website)
- Business-line administrator of Salesforce, Marketo, Bizible, LeanData, Google Tag Manager, Drift, Google Analytics, LinkedIn Sales Navigator, Gong, and Zoominfo.
- Created the first monthly reports on marketing analytics to the executive team with insights on marketing effectiveness highlighting key wins and losses.
- Created the first global lead routing infrastructure to ensure that no lead went without followup.
- Migrated the company to one marketing automation database and improve deliverability - overall deliverability went from 80% to 95% in 12 months.
- Instrumental in taking our website from an interactive brochure to a demand generating website increasing traffic from organic search by 300% in first 12 months.
- Implemented standard UTM tracking parameters to measure online marketing performance.

### Senior Marketing Operations Manager
**Social Tables**
05/2015 – 10/2017    WASHINGTON, DC
*In this role I reported to our CMO and was the main business partner for strategy and analytics.*

## WORK EXPERIENCE

*Social Tables is an event management software that catered to large venues, hotels, and event planners. We created marketing to drive demand in a two-sided marketplace while creating a brand that appealed to both.*

**Key Deliverables & Responsibilities:**
- Enabled the ability to test and learn via all customer acquisition channels.
- Monitored and developed strategies to increase lead to pipeline rate.
- Purchase, usage, maintenance and ROI of Marketing systems.
- Provided financial guidance & reporting of Marketing programs.
- Developed standard processes for SDR team to ensure that marketing leads are followed up on appropriately.
- Created a lead assignment system that utilized Slack that was instrumental in our conversion rate increase.

### Marketing Operations Manager
**Social Tables**
08/2013 – 05/2015     WASHINGTON, DC

*I was the first dedicated business development employee at Social Tables. I was hired as employee 14 to build out the growth strategy. I moved into this role full time after demonstrating that I could create more pipeline and revenue for the business by leading marketing operations. While I was nominally marketing operations, I was the defacto sales operations team or salesforce administrator as those teams did not exist.*

**Key Deliverables & Responsibilities:**
- Created our first marketing automation database, drip campaigns, landing pages, forms, and automations using Pardot.
- Solo Salesforce administrator for a company of 50 employees
- Project manager for every department on the data structure that would ensure success for the long term future of our CRM.
- Worked as the main analytics point of contact for all strategy projects including sales, marketing, and product.
- Developed the first dashboards and reporting for all company KPIs to report progress to our investors and executive team.
- Developed the first lead assignment architecture and alerting programs.
- Created our website and conversion strategy.

### Territory Sales Manager
**Altria Group**
07/2012 – 05/2013     ALEXANDRIA, VA

*I was a member of the Altria territory team responsible for analysis and implementation of consumer packaged goods distribution strategy. I used data and insights to grow the volume and share of our products in retail and wholesale locations. After a year of learning, I decided that I wanted a different career path & left sales to find my true passion.*

## EDUCATION

### Business Administration: Marketing and Accounting
**University of Richmond - Robins School of Business**
2008 – 2012     RICHMOND, VIRGINIA, UNITED STATES

## SKILLS

SQL     Python     Marketing Analytics     Marketing Strategy     Data Analysis

Marketing Operations     Forecasting     Salesforce.com     Microsoft Excel

Digital Marketing     Sales Operations     CRM     Marketing Automation

Financial Analysis