

David Igbokwe

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Professional Experience

Marketing Director / Vusion, Remote

February 2024 – Present

- Managing product lifecycle from ideation to launch, including market analysis, competitive research and GTM strategies
- Gathering, prioritizing and maintaining product backlogs in Microsoft Planner and coordinating multiple release cycles to ensure timely and successful delivery
- Utilizing SQL, GA4 and Tableau to create reports and define and gather important KPIs, allowing the start-up to tell data stories to better understand its customers by presenting essential insights and recommendations that drive business decisions

Competitive Analyst, Product Strategy / Brightcove, Remote

SEPTEMBER 2021 – MAY 2023

- Provided quarterly insights and strategic business recommendations from research findings, Earnings reports and Salesforce by conducting creative and comprehensive data gathering, wrangling, cleaning and analysis using Excel, SQL and Tableau
- Presented key findings and recommendations to the executive team and technical teams, facilitating informed decision-making
- Worked cross-functionally with operations, product marketing and sales teams to align company mission, goals and roadmap on both an individual and team scale
- Created, published, and administered competitive positioning studies assessing strategic, business, go-to-market and technological capabilities and gaps to improve sales processes, enabling teams to acquire \$10M+ revenue in new business sales
- Directed multiple projects as a project manager using Agile methodology, leading internal teams and external consultants by defining roles, responsibilities and performing project tracking in JIRA to deliver deeper insights into win-loss analysis

Sales, Admissions & Ambassador Coordinator / Education First, Cambridge, MA

JANUARY 2020 – MAY 2020

- Managed prospect database, followed up with qualified opportunities, and negotiated terms resulting in \$100k + in sales
- Oversaw Ambassador channels, amplifying sales to help meet annual targets. Both channels surpassed their targets by 15%
- Developed and executed hyper-personalized campaigns with Salesforce, boosting brand awareness, leads and user engagement.
- Directed a team of 3 to scope and implement campaigns generating a 12% conversion rate increase

Marketing Associate and Ambassador Manager / WHOOP, Inc., Boston, MA

JULY 2018 – DECEMBER 2018

- Developed and managed ambassador program, driving customer engagement and monetization through value-based marketing, creating tiers for different levels of clients contributing to an increase in sales of 10% each quarter
- Planned and executed social media campaigns driving brand awareness, traffic, and increasing user engagement by 20%
- Cultivated relationships with professional athletes, influencers, and celebrities, expanding brand exposure

Digital Marketing Associate, Direct Mail/Affiliates/CSEs / Wayfair, Boston, MA

JULY 2017 – DECEMBER 2017

- Codified data cleaning methods on datasets with over 4 million rows, to create a mailing list for prospective/existing customers
 - Enhanced team efficiency by upgrading crucial documents and trackers using SQL
 - Managed affiliate channels increasing sales revenue by 10%
 - Created and operated dashboards reporting KPIs such as traffic rate and user engagement in Salesforce and Tableau. Spearheaded weekly meetings to communicate updates to the team
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Education

Master of Science in Business Analytics, specialization in Marketing / Northeastern University, USA

GPA 3.83/4.00

Honors and Recognition: Beta Gamma Sigma, Featured on D'Amore McKim School of Business website for academic excellence

Bachelor of Science in Economics and Minor in Business Administration / Northeastern University, USA

Honors: Dean's List at Northeastern University Spring 2018, Spring 2019

Projects

Danfoss Forecasting - Python

- Developed a new forecasting model that uses catastrophe data to better predict the impact of such events on their business. This helped drive key business decisions as no such analysis previously existed.
- Identified, cleaned and web-scraped model input data by combining multiple data sources and built several models using linear, non-linear, and ensemble methods such as K-Nearest Neighbour, Ada Boosting, XGBoost, and Random Forest Regression and fine-tuned models with grid search
- Presented strategic recommendations based on key findings to senior global leadership

Movie Recommender System - R

- Developed a movie recommendation system based on personal user ratings. Synthesized user personal archetypes and proposed new movies grouped by genre
 - Collected, cleaned, and wrangled data from a public data source to feed the model. Visually represented user preference to easily depict recommendations
 - Tested model with personally collected data over 4 months and presented findings with subjects
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Technical Skills & Certificates

- SQL, R, Python, Tableau, Excel, Salesforce, Google Analytics 4, Power BI, DAX, Agile, Scrum, SSRS, SSIS, Azure, Pandas, Matplotlib, ggplot, Seaborn, Numpy, 6sense, HubSpot, Confluence, Klue, Crayon, Airtable, Jira, Zenhub, Monday
- Certificates: Introduction to Agile and Scrum – IBM; Master SQL for Data Science – Udemy; SQL for Data Science – Coursera; Data Scientist with R Track – DataCamp