

# Steve Hill

## Marketing Operations & Analytics Professional

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### PROFESSIONAL SUMMARY

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Marketing Operations & Analytics professional with 13+ years in B2B SaaS and DTC funnels — building dashboards, integrating CRM and marketing data, and automating reporting with Python, SQL, and AI-assisted tooling. Proven record: lead CAC down 60%+ via automated lead-scoring and segmentation, 72 hours/week of manual reporting eliminated, and 3x ROI from unified data pipelines. Currently a Market Analyst & Quantitative Equity Trader building Python portfolio analytics with AI-accelerated research cycles, while deepening Power BI expertise (PL-300 in progress). MBA, Pepperdine University.

### CORE COMPETENCIES

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Marketing Operations • B2B SaaS Funnel Analytics • Marketing Attribution • Dashboard Development • Data Integration & ETL • CRM Administration • Automated Lead Routing & Scoring • Funnel & Conversion Analysis • A/B Testing • Forecasting & Scenario Modeling • Statistical Modeling & Backtesting • Marketing Automation & AI-Assisted Reporting

**Technical Tools:** Power BI, Tableau, SQL, Python (pandas, NumPy), Advanced Excel (Power Query / Power Pivot), HubSpot, Salesforce, Google Ads, Google Analytics, AWS, API integrations

### PROFESSIONAL EXPERIENCE

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#### Market Analyst & Quantitative Equity Trader

**Independent Trading Venture — Salt Lake City, UT** *February 2025 – Present*

- Run the portfolio-management, research, and data-engineering stack for an active quantitative equity trading operation.
- Built Python data pipelines (pandas, NumPy) ingesting market and fundamental data from broker and vendor APIs into a research-grade dataset.
- Designed and backtested systematic equity strategies — factor models (momentum, value, quality), mean-reversion, and pairs/stat-arb — with Sharpe, Sortino, and drawdown analytics.
- Built Power BI and Python portfolio dashboards tracking real-time P&L, exposure, factor tilts, position-level risk, and strategy attribution.
- Applied statistical testing (stationarity, cointegration, regime analysis) to validate signals; implemented automated risk controls and daily reconciliation.
- Used AI-assisted development to accelerate data-pipeline and backtest scaffolding with human-in-the-loop validation on every model shipped.

#### Fare Analyst (Project Engagement)

**Utah Transit Authority (UTA) — Salt Lake City, UT** *October 2024 – January 2025*

- Built SQL, Python, and Power BI/Tableau dashboards monitoring revenue per rider, load factor, pass usage, and farebox recovery across the transit network.
- Developed forecasting models projecting demand, revenue, and scenario outcomes under proposed fare structure changes; informed senior leadership policy decisions.
- Led A/B testing for student and senior discount promotions, producing measurable ridership uplift in targeted segments while preserving revenue integrity.
- Partnered with finance, operations, and customer experience teams to implement fare changes with minimal service disruption.

#### Director of Growth Marketing & Marketing Data Analytics

**Website Squirrel — Salt Lake City, UT** *April 2023 – 2024*

- Built automated lead-scoring and customer-segmentation models in SQL across CRM, transactional, and behavioral data — lead CAC down 60%+ and retention up 20%.

- Architected and deployed automated data pipelines in Python on AWS, eliminating 15 hours/week of manual reporting and contributing to 15% YoY profit growth.
- Analyzed ROI and loyalty performance across 48+ marketing campaigns; recommendations drove sustained lift in repeat-customer revenue.
- Produced competitive intelligence reports on 120+ competitors, surfacing actionable opportunities for leadership.
- Built financial models and sales proposals for product launches across small-business verticals.

### **Director, Marketing Operations & Analytics**

**Netgain Solutions — Lehi, UT** *September 2021 – March 2023*

- Owned the full marketing operations analytics function for a fast-growing B2B SaaS company: KPI reporting, multi-touch attribution, funnel analysis, and automated lead routing & scoring in partnership with Sales/RevOps.
- Drove a 250% lift in PPC/SEO mid-funnel conversion through data-driven optimization, re-targeting analysis, and marketing-automation experiments.
- Delivered weekly KPI and pipeline reporting to senior leadership, directly guiding growth strategy and resource allocation.
- Analyzed 20+ customer usage data sets to surface product and cross-sell opportunities.
- Led cross-channel campaign optimization (PPC, SEO, email), driving 15% lift in qualified lead volume.

### **Senior Marketing Director — Emerging Markets / Growth**

**Foxit eSign — Cupertino, CA** *February 2020 – September 2021*

- Designed and built automated executive reporting infrastructure in Python for a B2B SaaS enterprise API client-growth funnel — eliminated 72 hours/week of manual reporting and drove 3x ROI in a single quarter.
- Led Growth team of 6 and cross-functional team of 8 in executing high-velocity growth experiments targeting top-of-funnel acquisition.
- Connected multiple disparate systems (product usage, billing, support, marketing) into a unified reporting layer — giving leadership one reconciled source of truth for the first time.

### **Digital Marketing Director — Healthcare Systems, North America**

**Healthicity — Salt Lake City, UT** *May 2019 – February 2020*

- Led four major consumer marketing campaigns during a rebranding initiative.
- Grew social audience by 400% in two months through optimized content and paid strategy.
- Recruited and developed three team members.

### **B2B Demand Generation Manager — Lead Automation, Healthcare**

**Healthicity — Salt Lake City, UT** *December 2018 – May 2019*

- Rebuilt website and product tracking analytics, doubling app conversion rate and reducing lead times by 50%.
- Implemented automated lead routing and scoring infrastructure tied to Salesforce.

### **Marketing Director — E-commerce Direct-to-Consumer**

**Tuff Toe, Inc. — Anaheim, CA** *September 2015 – October 2018*

- Drove 20% YoY organic traffic growth and a 50% increase in online conversions through content marketing and automation.
- Delivered 68% YoY B2B growth via ABM and marketing automation; achieved 62% ad response uplift with 25% ACoS reduction.

### **Director of Marketing Analytics & Paid Media**

**RGM Group — Long Beach, CA** *December 2012 – August 2015*

- Built and maintained KPI and attribution dashboards informing multi-million-dollar media budget allocation.
- Owned marketing data intelligence function: attribution modeling, performance reporting, and executive dashboards.

### **Strategic Marketing Associate (MBA Internship)**

**Carat — Bogotá, Colombia** *January 2014 – November 2014*

- Optimized dashboards and reporting; supported business design initiatives during MBA studies abroad.

## EDUCATION

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**Master of Business Administration (MBA)** — Pepperdine University, Graziadio School of Business

**Bachelor of Science, Business** — Argosy University

**Associate of Science, Business** — Utah Valley University

## CERTIFICATIONS

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### In Progress

- Microsoft Power BI Data Analyst (PL-300) — *In Progress, 2026*
- Google Data Analytics Professional Certificate — *In Progress, 2026*
- HackerRank SQL (Advanced) Badge — *In Progress, 2026*
- Advanced SQL & Python for Data Analytics — *In Progress, 2026*

### Completed

- HubSpot Inbound Sales Certification
- Google Ads Certification
- Email Marketing Certification

## SELECTED PROJECTS (PORTFOLIO)

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- **Quantitative Portfolio Analytics Dashboard** (Power BI + Python) — Tracks real-time P&L, drawdown, factor exposure, and strategy attribution for an active equity portfolio.
- **Factor-Based Equity Screener** (Python, pandas) — Weekly ranking of S&P 500 constituents on value, quality, and momentum factors; outputs long/short candidate list.
- **Global GDP Analysis Dashboard** (Power BI) — Multi-page interactive dashboard with DAX measures and drill-down analytics.
- **Demographic Trend Analysis** (Power BI) — Data modeling and visualization of median-age trends across regions.
- **Marketing Funnel Demo Dashboard** (Power BI) — End-to-end funnel visualization with KPI cards and trend analysis.