Joseph Loayza
Data Solution & Digital Experience Strategist
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PROFESSIONAL SUMMARY

Director of MarTech with 12+ years of experience in data strategy, analytics, and marketing technology. Expertise in omni-channel analytics, e-commerce optimization, marketing attribution, and customer segmentation. Skilled at leading teams, driving data-driven decisions, and optimizing digital marketing performance to enhance customer acquisition, retention, and revenue.

PROFESSIONAL EXPERIENCE

Associate Director, Data Solution Strategy
Annalect, New York, NY | 2019 – Dec 2024

- Led e-commerce and marketing analytics strategy, driving customer acquisition and retention insights through data-driven decisions.

- Managed data infrastructure and governance, integrating marketing data with CRM, e-commerce, customer journey, and analytics platforms.

- Collaborated with marketing and finance teams to assess campaign effectiveness, improve media spend allocation, and enhance customer lifetime value.

- **Directed and mentored a high-performing analytics team in data strategy, reporting, and predictive analytics.**

- Facilitated strategic engagements to align **marketing, data, and customer experience functions** with enterprise goals.

Senior Manager, Data Solutions
Annalect, New York, NY | 2017 – 2019

- **Designed and implemented e-commerce analytics frameworks, improving marketing channel**

- **Led BI tool implementation and dashboard development, enhancing real-time KPI tracking.**

- Partnered with vendors and marketing teams to craft narratives showcasing MarTech and Services value for external and internal demos.

- **Created revenue-generating services** for Data Solutions team, **bringing 40K to 100K YoY revenue growth**

- Built and scaled consultant team, mentoring individuals and creating playbooks and training programs to provide clients with SME individuals

Technical Manager, Data Solutions

Annalect, New York, NY | 2016 – 2017

- Designed **data architectures and process flows** for **Salesforce Marketing Cloud and CRM integrations**.

- Established data quality assurance and regulatory compliance processes aligned with GDPR and CCPA

- Provided **technical leadership** for MarTech and AdTech teams, ensuring best practices in **data analytics**.

Sr. Product Support Engineer, Customer Success
Ensighten, New York, NY | 2014 – 2016

- Elevated internal and external teams through thought leadership, engagement process refinement, and strategic mentorship.

- Supported and troubleshooted integration between creative and delivery tools to streamline omni-channel campaign activation.

EDUCATION

Bachelor of Science in Computer and Electrical Engineering - Computer Science minor candidate
Farmingdale State College, New York | 2005 – 2010

TECHNICAL & MARKETING SKILLS

- **Data Platforms:** Adobe Experience Cloud, Salesforce Data Cloud, Google Marketing Platform

- **Data Architecture & Integration:** SQL, API integration, ETL, Snowflake

- **Business Intelligence & Insights:** Customer Segmentation, Predictive Analytics, Dashboard Development, Audience segmentation, cross-channel attribution, Data Modeling

- **Strategic Engagement:** Digital Transformation Roadmaps, CX Strategy, Executive Visioning

- **Product Evangelism & Storytelling:** Demos, Visual Content, Webinars, Executive Presentations, Analyst Engagements

- **Data Compliance & Governance:** PHI Handling, HIPAA Awareness, GDPR, CCPA

- **Collaboration & Leadership:** Cross-Functional Alignment, Team Enablement, Stakeholder Engagement

KEY ACHIEVEMENTS

- **Led strategic omnichannel engagements** for pharma clients (GSK, Eli Lilly), increasing HCP engagement and marketing ROI.

- **Developed a marketing attribution model** that improved **budget efficiency by 25%**, optimizing **customer acquisition and retention**.

- **Created immersive product storytelling content**, driving adoption and excitement across sales, marketing, and leadership.