

Joshua Darling

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Professional Profile

Strategic leader with a passion for building high-performing teams and scalable organizations. Skilled in setting standards, implementing effective systems, and overcoming complex challenges. Committed to driving organizational growth through continuous improvement.

Career Summary

03/2020 - Present

Intuit Inc., Mountain View, CA
Senior Performance Marketing Manager

Summary

I drove marketing innovation and efficiency by developing global technical capabilities and data-driven content strategies. I optimized traffic and engagement through rigorous experimentation and strategic performance marketing. I also focused on team development, empowering experts through coaching and mentorship, resulting in a collaborative and high-performing environment.

Key Responsibilities

- Provided personalized coaching and workshops on AI applications and prompt design, enabling team members to integrate AI into their workflows and enhance their analytical capabilities.
- Developed and deployed a global campaign id generator, streamlining processes for internal teams and agency partners, resulting in 18% increase in link tracking accuracy and better strategic decision making.
- Strategically leveraged customer success and blog content to simultaneously educate users and optimize conversion funnels.
- Drive paid and organic traffic and engagement with attention to operational rigor and translate results into insights, actions, and new experimentation opportunities.
- Drove significant growth in paid and organic traffic and engagement through rigorous operational management and data-driven insights, leading to actionable strategies and iterative experimentation.
- Spearheaded a culture of experimentation, identifying opportunities for incremental improvements and leading hypothesis testing from concept to recommendation.
- Proactively identified and consolidated marketing support tools and services, enhancing in-house capabilities and improving data transparency.
- Empowered team members through strategic coaching and mentorship, building a knowledgeable and efficient team of subject matter experts.

Key Projects

- Built a web app for global campaign identification creation and control, with user interface and accounts, dynamic entries, and historical data.

- Built a single source of truth for all brand and content marketing priorities, consolidating 5 manual reporting streams to 1 automated system. Including building all api connections required and working with third-party providers to ensure data completeness and quality.
- Built the first codified learning program, allowing marketers to clearly test and retest hypotheses, catalog and report results and iterate quickly, ultimately generating 2 new tests per quarter from a historical 0-1.
- Built a complete content monitoring system to evaluate winning content and repeat successful pieces resulting in 20% CPC reduction.

04/2018 – 04/2020

Intuit Inc., Mountain View, CA
Senior Data Scientist

Summary

I spearheaded the development of robust marketing analytics and reporting systems, providing actionable insights across the entire customer funnel. I leveraged advanced data analysis to build predictive models and establish content evaluation methodologies, ultimately driving data-driven optimization and maximizing marketing ROI.

Key Responsibilities

- Developed and implemented comprehensive performance marketing reporting and analysis frameworks, providing actionable insights for strategic decision-making
- Pioneered advanced data analysis techniques, integrating diverse internal and external data sources to build predictive models and insightful dashboards, effectively communicating key findings.
- Designed and implemented end-to-end reporting frameworks, providing comprehensive visibility into customer journeys from initial engagement to conversion.
- Led the development of content attribution and evaluation frameworks, providing data-driven insights to optimize content strategies and maximize ROI.

Key Projects

- Developed content evaluation model designed using a composite capitalization-weighted index to identify and track content performance across marketing channels.
- Built an end-to-end tracking system to track spend and conversion across all marketing channels increasing reporting accuracy to +95%.
- Launched first cohesive campaign identification system across all Intuit business units and agencies, decreasing disparate campaign identifier methodologies from > 12 to 1.
- Provided deep dive analysis into individual marketing channels and activities to uncover points of efficiency and opportunities for experimentation.

03/2017 – 04/2018

Monterey Bay Aquarium, Monterey, CA
Marketing Manager and Strategist

Summary

I drove the organization's initial foray into online channels by establishing strategic advertising budgets and frameworks. I championed a data-driven culture, integrating diverse data sources to inform cohesive strategies and empower teams through mentorship, ultimately scaling digital operations and maximizing resource utilization.

Key Responsibilities

- Pioneered the organization's entry into digital marketing by developing and managing advertising strategy and budgets, resulting in 20% increase in online lead generation.
- Served as the analytical lead, ensuring data rigor and insights informed the exploration and optimization of all marketing initiatives.
- Established robust operational frameworks and learning programs to support the organization's expanding digital marketing initiatives.
- Synthesized complex data from diverse sources to develop cohesive marketing strategies, fostering collaboration across internal and external teams to maximize resource utilization.
- Led the development of a data-driven team by providing targeted coaching and mentorship, fostering analytical expertise.

Key Projects

- Consolidated the organization from several to a single project management system.
- Sold-out special events, such that new dates were added and a waiting list created, while using half of the previous year's budget.
- Increased advertising spend efficiency by 60% by reducing spending in unreliable and opaque advertising methods and reallocating spend to digital channels.
- Increased add efficiency by adding rigor to ad spend, saving +\$100K annually.
- Created a data-driven culture of experimentation and iteration, launching multiple tests monthly and testing new content types/formats regularly.
- Managed advertising budget of \$2.5M across traditional, experiential, and digital campaigns.

05/2015 – 03/2017

ActionSprout.com, Bellingham, WA
Marketing Manager and Account Strategist

Summary

Empowered nonprofit organizations with tailored social and digital marketing strategies, leveraging their unique missions to achieve significant results: a 20%+ increase in fundraising, the saving of over 3,000 children's lives, and heightened awareness for their vital causes.

Key Responsibilities

- Assisted nonprofits and NGOs to organize their digital presence on social and implement systems to scale and embed longevity.
- Distributed +5M in advertising credits on social, growing the platform by 70%.
- Guided clients through the advertising process, strategy, and tactics while modeling data-driven thinking.

- Managed advertising campaigns directly in conjunction with clients as the clients begin to learn and become more successful.

Key Projects

- Built the Chand/Zuckerberg Facebook page from inception to 1.5 million followers.
- Managed three Earth pages in three languages to drive engagement around the Cop21 Paris Agreement, a budget of \$1M.
- Audio and video production for social ads and live AMA sessions.
- Managed 50 nonprofit and NGO pages while distributing \$2.5M in advertising credits on Facebook.
- Protected children from the Zika virus and combated misinformation and outright lies about the causes and conspiracies.
- Raised \$150K (ROI 300%) for boots on the ground during the Standing Rock pipeline water protest.
- Provided data and targeting insights for the Bloomberg and Biden campaigns (on contract in 2020).

12/2014 – 06/2017

Amazon.com, Seattle, WA
Human Resources Research Intern

Summary

Conducted a comprehensive study on employee experience, retention, and boomerang employees, delivering actionable insights to the VP of HR and C-suite.

Technical Tools

SQL - ★★★★★

Python - ★★★★★

AI Prompt - ★★★★★

Google Ads - ★★★★★

Facebook Ads - ★★★★★

YouTube Ads - ★★★★★

Education & Qualifications

- **Master of Business Administration**, Western Washington University – 2015
- **Bachelor of Music Theory**, Western Washington University - 2007

Awards

- **Student Environmental Innovation Competition**, Washington State University – *First Place*
- **Whatcom Technical Innovation Competition**, Whatcom Business Alliance – *First Place*
- **Bellingham Startup Weekend Competition**, StartUp Weekend International - *First Place*