

# Omar Colón

**Marketing Leader | Marketing Performance | Data Analytics & Insights**

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## SUMMARY

Experienced marketing and data insights leader with a proven track record in making strategic data-driven decisions, developing targeted strategies, analyzing business KPIs, and managing large-scale national projects to achieve measurable business outcomes. I lead marketing teams to execute transformative digital marketing initiatives, translating marketing performance data into impactful insights to drive sales and organizational improvements.

## CAREER HIGHLIGHTS

- **Business Intelligence Manager** - *Cox Automotive*
- **E-Commerce & Digital Marketing Director** - *Ed Napleton Automotive Group*
- **Speaker at 2020 Dealer Insights Summit** - *CarGurus*
- **Analytics & Insights Team Transformation Award** - *Cox Automotive*
- **Unleash Potential Award** - *Cox Automotive*
- **Shape The Future Award** - *Cox Automotive*
- **Walk The Talk Award** - *Cox Automotive*

## KEY COMPETENCIES

- Data-Driven Decision Making
- Go-To-Market Strategies
- Team Leadership & Development
- Strategic Partnerships
- Big Picture Thinker
- Product Roadmap
- Customer Insights

## TECHNICAL SKILLS

- Brand Marketing
- Lead Generation
- Marketing Strategy
- Performance Marketing
- Digital Marketing
- Customer Lifecycle
- eCommerce
- Product Marketing
- Digital Retailing
- Marketing Budget Management
- SEO
- SEM
- Social Media
- Email Marketing
- Marketing Channel Optimization
- Marketing KPIs & ROI
- Third-Party Platforms
- MarTech
- Market Research
- Audience Segmentation
- A/B Testing
- Data Visualization | DOMO
- Snowflake | SQL | Python | Excel
- Google Analytics
- Automotive CRMs
- Salesforce
- Monday.com
- Website Management
- WordPress
- Lead Lifecycle
- Sales-to-Service & Service-to-Sales Cycle
- AI Integration
- Marketing Automation
- Online Merchandising
- Inventory Acquisition Strategies
- Reputation Management

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## EXPERIENCE

### Cox Automotive

*August 2022 - September 2024*

*Business Intelligence Manager*

Provided impactful business insights based on Manheim auctions transactional data and NextGear Capital financial services. Led a team of marketing data analytics professionals.

- **Team Leadership.** Led a high-performance team focused on business analytics, data insights, and marketing performance storytelling.
- **Data Transformation.** Hands-on approach to data transformation, data management, and process documentation utilizing Snowflake, SQL, and Python.
- **Data Visualization.** Development of dashboards translating raw data into impactful and actionable business insights with Snowflake, DOMO, Tableau, Looker, and Excel.
- **Led Stakeholder's Presentations.** Provided business insights based on market data and product performance for competitive advancement.
- **Strong Partnership Development.** Built and developed strong relationships with stakeholders, driving cross-departmental efficiency and effectiveness.
- **Influential Communication.** Drive conversations with senior executives and key stakeholders about the business's future, product roadmaps, marketing strategies, and financial status.
- **Efficient Project Management.** Owned the development and daily management of the projects requested by stakeholders on Monday.com, increasing effective communication.
- **Market Research.** Conducted research and analysis to deeply understand our customers' needs to ensure the success of inventory solutions and financial services product offerings.

### Ed Napleton Automotive Group

*August 2017 - July 2022*

*E-commerce & Digital Marketing Director*

Developed and led an in-house marketing team to implement organizational change marketing strategies, optimize marketing efforts, and track digital campaign performance for over 50 automotive dealership rooftops across 8 states.

- **Owned Online Customer Experience.** Implemented digital marketing strategies and marketing optimization initiatives driving high-converting quality leads and increasing closing rates.
- **Data Analytics & Insights.** Created the company's first analytic dashboard allowing dealer principals and GMs to understand the marketing efforts' performance including third-party vendors eliminating low-performing marketing channels.
- **Marketing Performance.** Eliminated inefficient marketing sources reducing the marketing budget by 50% while breaking the company's historical record of over 8,000 vehicles sold in a month.
- **OEM & Vendor Management.** Built strong relationships with OEMs and third-party vendors driving marketing performance and budget accountability while solidifying mutual trust.

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- **Drive GM's Communication.** Developed marketing policies, marketing performance measurement structure, and KPIs providing a benchmark for the company's marketing initiatives. Presented monthly data backed by qualitative and quantitative data to executive leadership.
- **Discovery of Sales Opportunities.** Utilized CRM and other data platforms with data mining techniques to create actionable strategic sales opportunities.
- **New Hires and Onboarding.** Managed digital marketing new hires, conducting training sessions and onboarding activities relating to website management, SEO, digital marketing, analytics, and merchandising.

### Aronson Advertising

January 2016 - July 2017

#### Digital Marketing Manager

Conducted research, analysis, and data-driven insights about our client's online presence and user behavior on the Internet. Some of the main tasks were optimizing our client's digital marketing campaigns, generating media mix modeling and attribution, and ensuring their website's performance generated high-quality leads.

- **Team Development.** Growth and mentored a digital marketing team from 12 specialists to 42 specialists, strategists, and managers increasing the production capacity of the agency.
- **Expanded Agency's Capabilities.** Developed the agency's first analytics team responsible for gathering, analyzing, and providing monthly recommendations to clients.
- **Team Collaboration.** Worked with cross-departmental team members to ensure necessary data infrastructure was in place to track and optimize marketing campaigns, providing our customers access to reliable data metrics.

### MAN Marketing

August 2012 - January 2016

#### Digital Marketing Manager

Established innovative strategies, execution, and management of all the digital marketing projects for the agency's clients in various verticals (Automotive, Retail, Home Improvement, Healthcare, B2B, B2C, and Hotel & Entertainment among others).

- **Digital Marketing Budget.** Managed digital marketing budgets and owned marketing strategies, media buying calendar, and campaign performance.
- **Client's Relationships.** Consulted clients and anticipated their needs with recommendations showcasing results in a storytelling format increasing the agency's value.

### CERTIFICATIONS

- KPIs for Marketing - *eCornell University*
- Google Data Analytics Certification - *Google*

### EDUCATION

- Master of Digital Marketing - *Atlantic College*
- B.A. Graphic Design with a minor in Business Administration - *University of Puerto Rico*