

DARAN J. JOHNSON

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Marketing Insights Expert for eCommerce, CPG, & Retail with a Passion for Driving Growth

I am a marketing science & analytics professional focused on eCommerce, CPG & Retail, with a passion for transforming complex data into actionable insights. With a holistic, full-funnel approach, I analyze marketing data from the big picture down to granular details to unlock strategic growth opportunities. My career has evolved from hands-on experience in marketing, sales and database management to mastering various programming languages to drive efficiency and accuracy in marketing analytics.

I've had the privilege of working with a diverse range of eCommerce, CPG & Retail organizations, from Fortune 500 companies to SMBs and nonprofits, helping them optimize marketing spend to drive measurable growth.

Data Integration & Reporting
Predictive Analytics & Forecasting
Customer Segmentation & Targeting

Marketing Research & Competitive Analysis
KPI Implementation & Performance Tracking
Marketing Automation & Revenue Optimization

A/B Testing & Experimentation
Cross-Functional Team Leadership
Customer Insights & Behavior Analysis

Professional Experience

Marketing Science & Analytics Consultant | [Daran on Data](https://www.daranondata.com) | Los Angeles, CA | February 2023 - Present

Advanced marketing insights for eCommerce, CPG, & Retail. Develop predictive models and build Shiny apps to help clients forecast trends, optimize marketing strategies, and better understand seasonality, product performance, and customer demographics.

- Analyzed customer demographics, sales patterns & paid search ads for a national clothing company, recommending segmentation and pricing strategies leading to 25% increased ROI.
- Product/customer analysis for a national sunglasses company, leading to multi-million dollar investment in the company from outside interests.

Senior Manager, Data Analytics | [Murad](#) | El Segundo, CA | June 2022 - Jan 2023

This was a new position that was needed to support the company in providing better tools and analysis. My role included building out a new universal analytics platform to be used in marketing, finance, operations and sales by linking their ERP system to Power BI through a new Data Lake that I designed.

- Conducted an in-depth analysis of sales and sales associate performance, identifying key opportunities in lower-growth stores. The analysis revealed that sales reps were dedicating disproportionate time to high-volume stores with strong customer loyalty, while under-investing in stores with greater growth potential. This insight led to a strategic shift in how the sales team allocated time and resources, focusing on regions with untapped opportunities to drive incremental growth.
- Designed and implemented an Oracle data lake and Power BI analytics infrastructure, creating intuitive dashboards that streamlined access to complex ERP data. This solution significantly improved data visibility and accessibility, empowering stakeholders to make faster, data-driven decisions with real-time insights.
- Utilized SQL, R & Power BI to analyze complex shipping data and automate reports, delivering detailed insights into sales and shipping metrics. These optimizations identified opportunities for cost savings, with the potential to reduce shipping expenses by 20%.

Volunteer & Independent Study | [Career Break](#) | April 2020 - May 2022

Took a career break during the pandemic to care for a family member and focus on professional development. During this time, I independently studied advanced math, statistics, and emerging martech platforms to enhance my marketing insights skills. Additionally, I volunteered with several nonprofits, providing marketing analytics, media management, and digital marketing insights using tools like SQL, R, Python, Google Analytics 4, GTM, and BigQuery. This work helped organizations save over \$40K in consulting fees. (Clients: Friends in Deed, The Gateway Festival Orchestra, NY Laughs, Paraquad, Hub585).

Data Analyst | [eSalon](#) | El Segundo, CA | February 2019 - March 2020

At eSalon, a direct-to-consumer brand exclusively sold online, my primary focus was delivering actionable marketing insights through data analysis. I streamlined Google Analytics & Google Tag Manager and developed custom applications that provided deeper insights into media spend and performance. These tools enhanced data consistency and clarity, enabling more informed decision-making across marketing initiatives.

- Improved A/B testing processes by creating customized reports to analyze campaign performance. Presented data-driven insights that led to a 20% improvement in marketing effectiveness, optimizing executive decision-making processes.
- Developed a predictive modeling tool to help forecast appointment opportunities (dates and times) when we were seeing high no shows at our main salon. This allowed the salon to book more appointments during these times to ensure the colorists always had a client.
- Unlocked additional insights into media activities, driving a 20% increase in media performance by developing an R Shiny application that provided real-time, drilldown analytics.

Head of Marketing Analytics/Co-founder | [Fujo, Inc.](#) | Los Angeles, CA | May 2005 - January 2019

I co-founded Fujo, successfully managing a small business with a remote team. We brought in revenue of over \$500K a year with year over year growth. We helped companies of all sizes across eCommerce, CPG & Retail, grow their digital marketing presence and increase sales through targeted strategies and campaigns. We helped manage their strategy & budgets, created the KPIs, reporting and marketing analytics. We held the agencies accountable and supported their P&Ls and presentations to leaderships, board members and owners.

- Presented executive customer segmentation & product performance analyses to major CPG companies, optimizing marketing spend ROI by 10-25%.
- Managed a team of marketers & analysts that managed clients & analyzed our impact.
- Evaluated CPG media campaigns from Google Analytics & CRM platforms, providing performance insights & reducing costs by 20-25%.
- Pioneered granular data capture and analysis from Flash microsites, increasing conversions by 25%.

Clients included: Neutrogena, H2O+ Beauty, Johnson & Johnson Consumer & Sales teams, YES To.

Additional Experience

Project-Based Analytics Services - 2 years

- Provided professional analytics services on a contract basis for various organizations, delivering targeted insights and solutions within set project timelines.
- Key Clients: Universal Vivendi, Neutrogena, Mattel

All Student Loan Group - 4 years

- Developed a tracking system for loan originations using Access/SQL Server, VBA, VBScript & SQL, now integral throughout the organization. Implemented automated forecasting reporting for Finance to determine future government bond requirements for loan originations.
 - Established a change management structure to track all database modifications including details of each change, user responsible, and timing.
 - Managed ETL process packages for data extraction, transformation, and loading using SQL & VBScript
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Education

B.S., International Business with Economics Minor, California State University, Los Angeles (CSULA)

Technical Skills

Programming Languages: R, SQL, Python, Javascript

Statistics/ML Models: Media Mix Modeling, ARIMA Models/Forecasting, A/B Test Analysis

Databases: BigQuery, MySQL, Oracle DB, SQL Server, PostgreSQL

Reporting/Dashboard Tools: Google Analytics (GA4), Looker Studio, Power BI, Tableau

CRM Platforms: Salesforce, Zendesk

Other: Microsoft Suite, Google Marketing Suite, Google Paid Media, Facebook Ad Platform

Current Certifications

Google Analytics Certification - <https://skillshop.credential.net/06da2f70-a0ad-4952-b947-e902940e0d9a>