Jonghee Jo

Marketing Analytics Manager, Home Lending

Columbus, OH, United States | LinkedIn

Marketing analytics leader with about 20 years of experience in web testing, acquisition campaign measurement, and executive reporting across banking, retail e-commerce, and automotive. Has built dashboards and analysis systems for C-level audiences at JPMorganChase, Ford, and Victoria's Secret.

Experience

Marketing Analytics Manager, Home Lending Jan 2023 — Present
JPMorgan Chase & Co. *Columbus, OH*
Provides marketing and customer data insights to optimize acquisition campaigns. Designed Chase.com mortgage rate sale display ad A/B tests that generate about 1,200 incremental leads per week on average. Built LLM-driven HTML marketing dashboards that cut production cycle time by 90%, and manages the Marketing Operations dashboard used by Home Lending executives, including the CMO.

Marketing Finance Manager, Consumer Banking Oct 2021 — Dec 2022
JPMorgan Chase & Co. *Columbus, OH*
Measured the financial effectiveness of more than $500M in Chase Consumer Banking marketing investment. Built Tableau dashboards that showed incremental accounts, revenue, and ROI for acquisition KPIs. Calculated financial returns for firmwide initiatives such as New Market Expansion.

Digital Analytics Manager, Ford.com Shopping Experience Jan 2017 — Jan 2021
FordDirect *Dearborn, MI*
Led measurement and analysis of the Ford.com customer shopping experience. Suppressed Ford.com paid search ads on keywords overlapping dealer websites, cutting dealer paid search cost per lead by 43%. Built the first Enterprise Executive Web KPI dashboards for the CEO and C-level team, and wrote Alteryx workflows that reduced data prep time by 80%.

Analytics Lead, Digital Marketing Jan 2010 — Jan 2016
JPMorgan Chase *Columbus, Ohio Metropolitan Area*
Ran digital campaign optimization for chase.com online banking. Launched a behavioral-data acquisition campaign that generated 60K new accounts. Created an Ad Quality Score for display ads, which lifted average ad performance 12%, and moved the team away from last click attribution after a Visual IQ analysis.

Website Multivariate Testing Analytics Lead Jan 2010 — Jan 2012
JPMorganChase *Columbus, OH*
Managed multivariate testing across Card and Retail lines of business. Delivered 10%+ average conversion lift through tests of creatives, product sequences, and calls to action, including tests with 100+ variations. Presented post-test insights to senior executives and designed the testing dashboard they used.

Senior Marketing Analyst, Web Analytics Jan 2006 — Jan 2010
Victoria's Secret Direct *Columbus, OH*
Supported web analytics for a $1.4B e-commerce platform. Ran 100+ website tests that added $10M+ in annual operating income, and recommended site changes to top management. Segmented customers by recency and frequency, analyzed competitor traffic in Hitwise, and tracked Facebook promotions through customer lifetime value.

MBA Associate, Marketing Intelligence Jun 2004 — Sep 2004
Xerox Corporation *Wilsonville, OR*
Led a 12-person task force that built a customer printing usage analysis system to replace spreadsheet reports. Found customer printing patterns that improved consumables forecasting accuracy by 50%, and presented the findings to marketing vice presidents.

Internet Marketing Coordinator Jan 2001 — Jan 2003
Oracle Corporation *Seoul, Korea*
Managed online marketing for educational services. Search engine marketing campaigns reached specific customer groups with average ROI above 100%. Email campaigns segmented by customer need grew service subscribers 120% in three months.

Customer Data Analyst Jan 1998 — Jan 2001
LG-EDS Systems IT Service Joint Venture between EDS and LG *Seoul, Korea*
Built an executive intelligence system for LG Electronics' sales division. Mined purchasing records for 12 million customers to find patterns across product lines and demographics. Received the Best Knowledge Worker of the Year award in 2000 for knowledge sharing.

Education

Carnegie Mellon University Jan 2003 — Jun 2005
MBA in e-Business / Marketing

Activities and societies: Concentrations: Marketing and e-Business Management
Leadership: Vice President, Marketing Club

Hanyang University
Bachelor of Science in Industrial Engineering

Certifications

Up and Running with Adobe Reports and Analytics, LinkedIn Oct 2016

Skills

Omniture · Coremetrics · SAS · SQL · Accenture Digital Optimization · Hitwise · WebTrends · Google Analytics · Microstrategy · Cognos · Web Analytics · Multivariate Testing · Social Media · Statistics · Optimization · Competitive Intelligence · Analytics · E-commerce · Digital Marketing · Online Marketing · Consumer Insights · Business Intelligence · Customer Insight · Email Marketing · Customer Analysis · SEM · Web Marketing · Social Media Marketing · WebTrends Analytics · Management · Marketing · Alteryx · Domo · A/B Testing · Marketing Automation · Tableau · Data Analytics · Conversion Optimization · Snowflake · Adobe Analytics · Adobe Journey Optimizer · Google Data Studio · R · Python · Visual IQ · LLM