

# Jonghee Jo

Marketing Performance Analytics Manager

Columbus, OH, United States | [LinkedIn](#)

Marketing analytics leader with about 20 years of experience measuring acquisition campaigns, website testing, and digital performance across banking, automotive, retail e-commerce, and consulting-style analysis. Currently builds executive dashboards and LLM-assisted reporting tools at JPMorganChase.

## EXPERIENCE

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- Marketing Performance Analytics Manager, Home Lending** Jan 2023 — Present  
JPMorgan Chase & Co. *Columbus, OH*  
Analyzes acquisition campaign performance across audience segments, geographies, and marketing channels, and provides strategic insights from marketing and customer data. Built LLM-driven HTML marketing dashboards that cut production cycle time by 90% while keeping data quality high. Manages the Marketing Operations dashboard used by Home Lending executives, including the Chief Marketing Officer.
- Marketing Finance Manager, Consumer Banking** Oct 2021 — Dec 2022  
JPMorgan Chase & Co. *Columbus, OH*  
Analyzed the financial effectiveness of more than \$500M in Chase Consumer Banking marketing investment. Built Tableau dashboards for acquisition KPIs that showed incremental accounts, revenue, and ROI. Calculated financial returns on firmwide initiatives such as New Market Expansion.
- Manager, Digital Analytics, Ford.com Shopping Experience** Jan 2017 — Jan 2021  
Ford Direct *Dearborn, MI*  
Led measurement and analysis of the Ford.com customer shopping experience. Showed offline sales originating from online leads, and suppressed Ford.com paid search ads on keywords overlapping dealer sites, cutting dealer paid search cost per lead by 43%. Ran in-depth analysis of lead form A/B tests that delivered an average 12% conversion lift.
- Manager, Digital Analytics, Ford and Lincoln Dealer Websites** Jan 2017 — Jan 2018  
Ford Direct *Dearborn, MI*  
Directed analytics and optimization for more than 4,000 Ford and Lincoln dealership websites. Created the first Enterprise Executive Web KPI dashboards for the CEO and C-level executives. Built Alteryx workflows for daily, weekly, and monthly reports, cutting data preparation time by 80%.
- Analytics Lead, Digital Marketing** Jan 2010 — Jan 2016  
JPMorgan Chase *Columbus, Ohio Area*  
Managed digital campaign optimization for the chase.com online banking business. Ran a behavior-based acquisition campaign that generated 60K new accounts, and built an Ad Quality Score that lifted average display ad performance by 12%. Moved the team away from last-click attribution after a multichannel analysis in Visual IQ. Targeted display promotions that produced \$200M in annual revenue in 2015.
- 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 line-of-business executives and designed the testing dashboard they used.
- Senior Marketing Analyst, Web Analytics** Jan 2006 — Jan 2010  
Victoria's Secret Direct *Columbus, OH*  
Supported a \$1.4B e-commerce platform. Ran more than 100 website tests that added \$10M+ in annual incremental operating income, and recommended site changes to top management. Segmented customers by recency and frequency, analyzed competitor clickstream data in Hitwise, and tracked Facebook promotions through conversion tags and customer lifetime value.
- MBA Associate, Marketing Intelligence** Jun 2004 — Aug 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 forecasting accuracy for printing consumables by 50%, and presented the analysis to marketing vice presidents.
- Internet Marketing Coordinator** Jan 2001 — Jan 2003  
Oracle Corporation *Seoul, Korea*  
Managed online marketing for educational services and tracked campaign performance. 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 the 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 2000 award for knowledge sharing.

## EDUCATION

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### Carnegie Mellon University

Jan 2003 — Jun 2005

*MBA in e-Business / Marketing*

Vice President, Marketing Club; President, Korean MBA Student Association

### Hanyang University

*Bachelor of Science in Industrial Engineering*

## CERTIFICATIONS

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Up and Running with Adobe Reports and Analytics, LinkedIn

Oct 2016

## SKILLS

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Omniiture · 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 Target · Google Data Studio · R · Python · Visual IQ · LLM-driven dashboards · Attribution modeling