

Marty Smithson

Head of BI and Performance Marketing

American Fork, Utah · Central Utah or US remote

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Marketing analytics and measurement. Cash MER, mix models, and incrementality. \$25M+ managed ad spend across Google, Meta, TikTok, Amazon, and Microsoft.

Head of Business Intelligence and Performance Marketing

Black Clover USA · February 2025 to present · reports to the CEO

- Own the analytics function. There is no analytics department under this role.
 - Moved the full data warehouse off Domo onto Google Cloud Run. About \$20K a month saved.
 - Built a partner portal on Cloud Run for about 50 people. Live Oracle NetSuite, role-based access, a hard cost cap.
 - Meridian mix model on Google, Meta, and Microsoft. GeoLift and randomized tests when two channels claimed the same sale. Below cash MER break-even, we cut.
 - Directed a seven-figure monthly paid mix against cash MER. Platform ROAS was not the budget.
 - Snowflake, dbt, and Airflow into Oracle NetSuite. R, SQL, and Python. BI in Looker, Domo, and Tableau.
 - Lead a social media manager, a graphic designer, and advertising leads in Asia, the UK, Canada, and Australia.
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Advertising Data Scientist

Nutricost · August 2024 to February 2025 · reported to the CMO

- About \$2 million a month across Amazon, Google, Meta, and TikTok, under 13 sub-brands.
 - Built the warehouse and the advertising station executives used for profit margins and cost of goods.
 - Ketologic and Primaforce: daily spend moved from about \$50 to about \$1,000 when the station said the expansion would hold.
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Founder and Data Analytics Consultant

McFly Ads · April 2020 to present · beside the full-time work

- Mcfly Analytics is live at mcflyads.com. A side product, not the main seat.
 - Marketing data science since 2020: mix models, GeoLift, dashboards, and paid allocation.
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Education

Utah Valley University. Bachelor of Science, emphasis in Data Analytics and Statistics. May 2025.

Finished after the Black Clover role had started.

Skills

Measurement. Marketing mix modeling, Robyn, Meridian, incrementality, GeoLift, multi-touch attribution, cash MER, budget allocation.

Data and BI. SQL, Python, R, Snowflake, dbt, Airflow, BigQuery, Looker, Domo, Tableau, GA4, Oracle NetSuite, Google Cloud Run.

Paid. Google Ads, Meta Ads, Amazon Ads, TikTok Ads, Microsoft Ads, Shopify.