

Marty Smithson

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Marketing Measurement / Data Science

Title: Head of BI & Performance Marketing · Reports to CEO · Bayesian MMM · GeoLift · Cash MER

SUMMARY

Marketing measurement that finance will fund. Head of BI & Performance Marketing at Black Clover USA—Meridian Bayesian MMM and GeoLift RCTs for the CEO before allocation. Prior Nutricost: Robyn MMM, GeoLift, and BigQuery MTA/LTV/cohorts for the CMO. Concurrent since 2020: McFly Ads CEO (Robyn/Meridian, GeoLift, Looker/Tableau desks) across named brands. \$30M+ paid media spend directed. Stack: R (Bayesian MMM diagnostics), SQL, Python, Snowflake, BigQuery, Apps Script, dbt, Airflow.

EXPERIENCE

Head of Business Intelligence & Performance Marketing

Black Clover USA · Feb 2025–Present (~18 months) · Reports to CEO

- Meridian Bayesian MMM + GeoLift over ~18 months on Google, Meta, and Microsoft: geo-holdouts, geo-testing, and RCTs when two channels claimed the same sale—experimental methods and causal inference for the CEO. GeoLift/MMM changed the mix.
- Separate metric systems (Wholesale Decision Net · Partner portal · Cash MER): cash MER must reconcile vs platform ROAS before the call—present measurement → allocate from NetSuite orders vs paid; below break-even, cut. Direct a seven-figure monthly paid mix for ~18 months on a ~\$45M apparel year.
- Single-owner Apps Script + BigQuery leadership reporting stack; locked metric definitions; NetSuite retail net-sales identity; Snowflake/dbt/Airflow; R/SQL/Python Meridian diagnostics; Looker (and other BI); Cloud Run when the desk must ship as an app.
- Replaced Domo full-warehouse workloads with Google Cloud Run (~\$20K/mo savings)—same decision desks, built for cost.
- Partner portal built for cost on Google Cloud Run for ~50 portal users (not reports/headcount): live NetSuite, tiered access; peak concurrent use held inside the cost cap.
- Player-coach operators (social, design, intl paid leads)—not analytics MoM; lead analytics myself and partner with leadership.

Performance Marketing & Analytics Lead

Nutricost · Aug 2024–Feb 2025 (~7 months) · Reports to CMO

- Robyn MMM + GeoLift over ~7 months on Amazon, Google, Meta, and TikTok. Incrementality when platforms claimed the same order—the test decided budget, not last-click. Presented to CMO. R for cleaning, EDA, and Bayesian MMM workflows / model diagnostics (Robyn).
- Multi-touch attribution, LTV, and cohorts in BigQuery (SQL / R) so contribution lived beyond last-click. GA4 + Looker Studio for the weekly desk.
- Organized the data portfolio for 13 unique sub-brands under Nutricost.
- Built the full data warehouse + advertising data science analysis station so executives could see profit margins and COGS. McFly Ads concurrent since 2020 (evenings-compatible) through this seat.

CEO

McFly Ads · Apr 2020–Present · Concurrent (evenings-compatible)

- Decision-systems desks for named brands: certified metrics (~\$10K Looker/Tableau), retail command centers, locked metric definitions. Operators got readouts that drove decisions.
- Named brands include Marksman Construction, Malama Solar, Stretch Labs, Kin Home, +6 more. McFly Analytics (mcflyads.com): cash MER + Shopify-API LTV.

SKILLS

Systems: Cash MER · Reconcile-before-decide · Experimental design · Causal inference / RCTs · Single-owner metric defs · Locked metric defs

Tools: Meridian (Bayesian MMM) · Robyn · GeoLift · SQL · Python · R (cleaning / EDA / Bayesian MMM diagnostics) · BigQuery · Apps Script · Snowflake · dbt · Airflow · Looker · Tableau · NetSuite · MTA / LTV / cohorts · Google Cloud Run

EDUCATION

Utah Valley University — Bachelor of Science (Data Science and Statistics emphasis)