



# Cayston Pickens, MBA, MS

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## STRATEGIST | ANALYST | MARKETING MANAGER

Marketing – Analyst – Sports

**Strategic and Insight-Driven Data Analyst** with a passion for learning. I like to say I am addicted to success and am constantly on a journey to succeed. Overcoming a challenge is one of my driving factors in my career. A loyal team member who wants to drive organizational visibility and improve overall strategy. Expertise in delivering high-impact recommendations, and skilled in partnering with cross-functional teams to design scalable datasets and translate complex analytics into impactful narratives for all stakeholders. *Strengths:*

- ▶ **Experienced in collaborating across teams** to identify business challenges, tailor opportunities, and craft unique data solutions that inform decision-making.
- ▶ **Proficient in designing and maintaining scalable datasets** to enhance visibility into key performance indicators, always keeping the end-user in mind.
- ▶ **Adept at leveraging analytics** to uncover trends, identify opportunities, and provide actionable recommendations that support both tactical and high-level business decisions.
- ▶ **Strong communicator** capable of presenting findings and implications clearly to stakeholders from various functions and various skillsets.
- ▶ **Committed to delivering high-quality data-driven insights** that support strategic initiatives and operational improvements.

**Skills:** Tableau, SQL, Power BI, Data Visualization, Brand Positioning, Strategic & Creative Thinking, Data Exploration & Aggregation, Descriptive Analysis & Data Presentation Microsoft Excel -Advanced Formulas, Wrike Project Management, Python

## PROFESSIONAL EXPERIENCE

### DATA ANALYST

Learfield | 2024 – Present

Leverage data analytics to drive strategic planning, execution, and optimization of key initiatives. Conduct detailed analyses of email engagement, audience behavior, and data processes to provide actionable insights for marketing strategies, contract renewals, and operational improvements. Design and present comprehensive reports to executive teams and stakeholders, translating complex data into clear, impactful narratives. Develop and implement scoring models and SQL-based tools to streamline workflows, enhance efficiency, and ensure accuracy in reporting and decision-making across the organization.

- ◆ **Enhanced data alignment** by analyzing and refining data appends processes and enhancements to customer matching, ensuring more accurate and reliable reporting to support strategic decision-making.
- ◆ **Developed a dynamic email engagement scoring system** to optimize marketing strategies, leveraging Python for regression analysis and weighted scoring to assess interaction metrics such as open rates, click rates, and engagement frequency. Scores to be used to enhance digital campaign efficiency and effectiveness.
- ◆ **Drive partner success** by designing and implementing SQL-based ad hoc reporting that not only provides direct access to data but also solves unique business problems faced by each individual partner.
- ◆ **Improved Digital Campaign ROA 5x** by conducting a targeted demographic to revenue analysis, providing high-focus areas of over-indexing demographics.

## PROFESSIONAL EXPERIENCE (CONTINUED)

### ASSISTANT DIRECTOR OF MARKETING | MARKETING STRATEGY

Bingham Healthcare | 2019 – 2023

Drive strategic marketing initiatives and organizational growth through innovative leadership, data-driven decision-making, and a deep understanding of market dynamics. Led the development and execution of multi-media promotional campaigns, optimized resource allocation, and streamlined processes to deliver measurable results. Partnered with executive leadership and stakeholders to set and achieve ambitious growth targets, while ensuring alignment with organizational objectives. Leveraged advanced analytics to uncover opportunities, refine strategies, and implement systems that enhanced operational efficiency, improved ROI, and strengthened the organization's marketing position.

- ◆ **Supported 6% growth** in physician practices by analyzing patients' usage patterns tied to marketing activities over a 3-region area. Compiled demographics, trends, and behaviors.
  - Findings resulted in shifting clinic rotations that cut costs through elimination of a less-used clinic site.
- ◆ **Grew prospective patient intakes 16%, and reduced marketing costs 40%**, by instituting progressive online targeted digital strategies.
- ◆ **Refined marketing strategy by analyzing organization's market share of women's health and birthing service lines.** Findings prompted focus groups to gather patient priorities and informed marketing adjustments.
- ◆ **Enhanced department efficiency and customer satisfaction** by introducing Wrike to standardize and streamline marketing request submissions, resulting in measurable improvements in request tracking and reporting.
- ◆ **Implemented a Marketing Referral Network system that overcame the challenge typically tied to tracking results of healthcare marketing.** Collaborated with multiple divisions and managers to devise a process that now produces quality ROI measurements without adding work to office staff.
  - Improved results tracking for 140 physicians by rebuilding volume reports to calculate KPIs in real time. Also established an interactive dashboard for easy, quick reporting of trends, opportunities, red flags, and ROIs.
- ◆ **Championed a digital agency partnership** to optimize the organization's digital presence by conducting analyses of FTE salary, digital media spending history, and projected usage. Vetted digital agency options and presented findings to support decision.

### MARKETING SPECIALIST | DATA ANALYSIS

Bingham Healthcare | 2017 – 2019

- Analyzed and summarized marketing data through various reporting channels. Built, populated, and enhanced marketing reporting dashboards. Managed email and social marketing campaigns including WordPress website development.

## EDUCATION | CERTIFICATIONS | VOLUNTEER

**MS, Sports Management,** LIBERTY UNIVERSITY, 2023

**MBA,** WASHINGTON STATE UNIVERSITY, 2021

**BBA, Business,** IDAHO STATE UNIVERSITY, 2017

**Internship:** SPONSORSHIP SCOUT | SPONSOR UNITED, 2023

**Certifications:** MySQL for Data Analytics and Business Intelligence -- Power BI Desktop, MAVEN ANALYTICS; Data Analytics (SQL, Tableau), BRAIN STATION; Microsoft Excel -Advanced Formulas – Charts and Graphs; Marketing Certificate, WASHINGTON STATE UNIVERSITY -- Advanced Excel Dashboard Design

**Volunteer:** Asst. Coach, Golf, POCATELLO HIGH SCHOOL; Head JV Coach & Asst. Varsity Coach, Basketball, HIGHLAND HIGH SCHOOL

**Non-Profit:** Founding member of non-profit PTSD Veteran Athletes. Raised over \$1M in donations to support veterans.