Nate N. Ng

A results-oriented senior marketing leader with a proven track record of success in starting and scaling marketing organizations, managing large budgets, and working across functions in a variety of industries.

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Summary

I am a data-driven and results-oriented marketing leader with 15 years of experience and 9 years in leading teams. My expertise lies in leading cross-functional change and innovation projects, influencing teams and business units of all sizes to deliver impactful outcomes.

I excel at the intersection of marketing, data, and technology, leveraging my background in each to create new capabilities that apply the latest innovations in tech. My experience encompasses both D2C and B2B business models (including SaaS) and spans various industries, including healthcare, editorial, E-Commerce, and CPG. This diverse background enables me to leverage best practices and strategies from a range of businesses and apply them in unique ways to help teams leverage new opportunities.

Professional Experience

Allergan Aesthetics, AbbVie   New York, NY

Director, Performance Marketing   **Mar 2022 — Present**

Associate Director, Performance Marketing   *Sep 2020 — Mar 2022*

Sr. Performance Marketing Manager   *May 2020 — Sep 2020*

I am a senior leader in our fully in-house paid media team leading two groups focused on digital innovation and marketing data operations, whose work spans media plan budgeting and management, new channel and audience activation, the creation of new measurement frameworks and capabilities, product partnership, and data governance and operations. In this role, I've had the opportunity to create an impact at all levels of the organization in the following areas:

Delivering marketing innovation and strategy:
- Led the creation of first-ever targeted ABM strategies, pairing D2C and sales strategies together to boost consumer conversion by 4%, and revenue by 3.3% at a $4+ ROI among existing customers.
- Helped Botox Cosmetic become the first pharma brand to win a Meta Lighthouse Award for Marketing Measurement in 2023 by partnering to create a repeatable process to conduct incrementality testing.
- Launched the affiliate marketing channel for our skincare business in partnership with PR and regulatory reviewers, gaining three prominent editorial features and immediately contributing to sales targets.
- Led an effort to incorporate AI and machine vision to our creative reporting needs, allowing us to better understand what types of marketing creative are performing over time, and reducing our costs by 20% through increased engagement with our creative..
- Led an initiative to transition our customer marketing away from sponsorships, emails, and sales-delivered materials to a modern full-funnel digital marketing stack enabling more targeted and streamlined messaging depending on the customer's role in the organization.
- Built and scaled an internal media planning tool that improves our ability to track spend and report on it by integrating the underlying data foundation into our data-mart.

Team Leadership:
- Grew a team from zero to seven reports to focus on marketing data operations and continued marketing innovation.
- Expanded our in-house performance marketing team into the UK, Canada, Japan, Germany, and Brazil, overcoming language, regulatory, and culture hurdles.
- Partnered with and advised Product teams on launching a new feature that better linked our promotional campaigns to healthcare providers that increased lead generation by 120%, and ultimate consumer conversion by 66%.
- Mentored colleagues through an official x-functional mentorship program, and also participated in managing and mentoring summer marketing interns

Organizational Alignment and Industry Engagement:
- Directly contributed to an organization-wide effort to determine our data acquisition and data use policy as a primary day-to-day marketing contact and ultimately presented to AbbVie senior leadership.
- Spoke at industry events in the pharmaceutical industry, sharing best practices and approaches across data use and digital strategies to marketing practitioners and potential customers. Events range from Google's Advertiser Privacy Symposium, the IPMPC, and AMSPA.
- Led a cross-functional group of data analysts and researchers over a 3 day workshop to develop a new business model framework to account for the increasingly fragmented product purchase and treatment decision in medical aesthetics, and secured alignment with business unit leaders to adopt this framework.

- Led an initiative that guided the pacing and geo-targeting approach of our paid media team, creating comfort in our ability to accelerate media spend to specific regions to jump-start the economic recovery for our customers.
- Current member of Google's healthcare advisory board as a representative of AbbVie.

theSpotlyte.com, Allergan, Inc.   **New York, NY**
Sr. Growth Marketing Manager   **Mar 2020 — May 2020**
Growth Marketing Manager   *May 2018 — Mar 2020*

As the first marketing hire, I was responsible for setting and achieving our user acquisition targets through our marketing and product strategies. I directly set up and managed 5 marketing channels, and coordinated with x-functional teams (editorial, product, engineering) to achieve business success.

- Created and executed a pre-launch and launch strategy that provided key learnings to the wider team and also significant user growth out of the gate.
- Acquired over 4M visitors in the first full year of operation, through a mix of paid and unpaid marketing channels
- Delivered significant attributable offline revenue through a 100% digital property, 18 mo. after launch
- Built, managed, and oversaw 5 marketing channels: SEO, Email, Paid Social, Paid Search, and Affiliate marketing
- Conducted over 100 different in-market tests, across channels, audiences, creative, and journey-triggers.
- Increased SEO traffic by 423% in one year by closely advising on editorial process improvements
- Created annual business models, and helped teams with setting goals and metrics to evaluate progress.
- Led the creation of our marketing tech stack and CDP (Segment) integration to enable personalization and marketing automation.

AHAlife   **New York, NY**
Director of Growth   **Mar 2016 — April 2018**
Product Manager   *Jun 2015 — Mar 2016*

Responsible for leading a team of 5 marketers on the D2C side of our marketplace across site, CRM, paid search, paid social, and affiliate channels. We developed and executed marketing strategies, promotions, and events in partnership with copywriters, designers, and merchandisers to acquire and connect consumers to the many eclectic merchants and luxury goods on our platform.

OrderGroove, Inc.   **New York, NY**
Client Solutions Team Lead   **May 2014 — Jun 2015**
Client Solutions Specialist   *Sept 2013 — Apr 2014*

General Mills   **Minneapolis, MN**
Marketing Business Analyst   **Jan 2012 — Jun 2013**
Promotion Marketing Planner   *Sept 2010 — Jan 2012*
Associate Promotion Marketing Planner   *Jul 2009 — Sept 2010*

Education

University of Minnesota - Twin Cities   **Minneapolis, MN**
Carlson School of Management   Sept 2005 — May 2009
Majors: Marketing and International Business | **Minor:** Computer Science

Skills and Tools

Skills:
- **Business Management**: Business Modelling, Revenue/Demand Forecasting, Campaign and Business Analysis
- **Marketing**: Test Design, Audience Optimization, Audience Journey Mapping, Branding, Copywriting, CRM, Paid Media
- **Product**: Product Management, Jira, Agile Planning Processes (e.g. scrum, big room planning), Data Architecting, Javascript, HTML, SQL

Tools:
- **MarTech**: Segment, Tealium, Braze, Mailchimp, Google Tag Manager, LiveRamp, GMP
- **Reporting**: MixPanel, Heap, Tableau, Looker Studio, Power BI, Google Analytics, Dash Hudson, Sprout Social, SEM Rush, Moz
- **Data**: Snowflake, BigQuery, MySQL, Atlan, Fivetran, Funnel.io, Zapier
- **Design**: Figma, Canva, Photoshop
- **Project**: JIRA, Confluence, Miro, Smartsheet, Airtable