

Samuel Martin

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PROFESSIONAL SUMMARY

Growth analytics lead with 8+ years turning ambiguous acquisition and retention questions into the experiments, attribution infrastructure, and financial models that decide where growth budgets get spent. Combines full-cycle causal inference with multi-channel attribution engineering to size opportunities and price the return on every channel investment. Distills fragmented channel and behavioral signal into evidence that sizes growth bets, defends budget allocation, and compounds acquisition ROI.

SKILLS

Experimentation & Causal Inference: A/B Testing & Experimentation Design, Randomized Controlled Trial (RCT) Design, Difference-in-Differences, Hierarchical Linear Modeling (Mixed Effects), Intent-to-Treat Analysis, Causal Inference Strategy & Experimental Design

Growth & Marketing Analytics: Marketing Attribution & Multi-Channel Measurement, Unit Economics (LTV, CAC, ROI), Conversion Funnel Optimization, KPI Definition & Metric Frameworks, E-commerce & Marketplace Analytics

Data Platforms & Tooling: SQL (BigQuery, PostgreSQL, MySQL), Python (Pandas, SciPy, Statsmodels, Scikit-learn), R, dbt, Salesforce (Marketing Cloud, Service Cloud), Google Cloud Platform, Tableau

PROFESSIONAL EXPERIENCE

Apree Health (formerly Castlight/Vera)

San Francisco, CA (Remote)

Lead, Product Analytics & Experimentation

May 2024 – Present

- Designed and executed the organization's first outbound engagement RCT, proving a 3.45x lift in appointment booking conversion at a \$99 cost per acquisition against \$549 first-year customer value, validating the channel as a high-margin revenue driver.
- Built the organization's first unified campaign attribution warehouse, engineering a BigQuery architecture across Salesforce Service Cloud, Marketing Cloud, Five9, and GCP that automated cost-per-acquisition monitoring and cut financial reporting latency from weeks to minutes.
- Translated causal A/B test results into a financial narrative for executive leadership, walking through unit economics, a show-rate-and-bonus sensitivity analysis, and a \$1.1M scaling roadmap across three workstreams to win buy-in for expanding the outbound program.
- Discovered that callback logging had been silently disabled in the telephony system, leaving outbound campaigns unmeasurable, coordinated with Engineering to restore the missing Queue Callback events, and codified the resolution into the Jira templates and SOPs that now govern all 2026 outbound campaigns.
- Led the Digital Solutions analytics function across 750+ enterprise clients and 5.5M users, mentoring a team of senior analysts and instituting the scope management frameworks that protect delivery velocity against competing client priorities.

Senior Product Analyst

Apr 2022 – May 2024

- Isolated the causal impact of incentive strategies on user behavior using Hierarchical Linear Modeling (Mixed Effects), controlling for client-level variance to establish a best-practices framework that maximized engagement while optimizing spend.
- Architected the migration of ~100 legacy PostgreSQL procedures to a cloud-native BigQuery architecture, leading an offshore contractor team through onboarding, training, and code review to deliver the cutover.

- Extole Inc.**
Head of Analytics

San Francisco, CA

Jun 2021 – Feb 2022

 - Launched the self-serve dashboards and reporting tools that cut analyst-bottlenecked reporting cycles and accelerated cross-functional decision velocity across Product, Marketing, and Customer Success.
 - Presented analyses of trending behavioral data to the executive team, reshaping retention and churn strategy.
- Data Analyst

Jul 2019 – Jun 2021

 - Modeled user behavior and marketplace dynamics to identify growth opportunities and optimize conversion funnels for the e-commerce platform using SQL, Python, and Tableau.
- Playa Lakes Joint Venture**
Associate Analyst / Associate Biologist / Associate GIS Analyst

Lafayette, CO

Jan 2017 – Oct 2017

 - Applied Random Forest modeling and geospatial analysis in R to evaluate environmental trends and inform data-driven conservation strategies.

EDUCATION

M.S. Environmental Biology, Regis University, Denver, CO	2017
B.S. Biology, Loyola Marymount University, Los Angeles, CA	2014