

Samuel Martin

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PROFESSIONAL SUMMARY

Growth strategist and experimentation lead with 8+ years converting ambiguous, cross-functional problems into prioritized, resourced initiatives for Product, Sales, and Marketing stakeholders. Operates on both sides of the ambiguity problem: the causal experiments and unit-economics models that size an opportunity, and the pipelines, scope agreements, and stakeholder alignment built when the infrastructure to answer it doesn't exist yet. Turns fragmented cross-functional signal into decision-ready evidence, closing data gaps before they stall a launch, defending delivery capacity against competing demands, and steering leadership toward the highest-return bets.

SKILLS

Strategic Analysis & Experimentation: A/B Testing & Experimentation Design, Randomized Controlled Trial (RCT) Design, Difference-in-Differences, Intent-to-Treat Analysis, KPI Definition & Metric Frameworks, Causal Inference Strategy & Experimental Design

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

Marketplace & Growth Analytics: E-commerce & Marketplace Analytics, Unit Economics (LTV, CAC, ROI), Conversion Funnel Optimization, Product Analytics & Growth, Enterprise Benchmarking & Peer Analysis

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, then reframed the outbound channel from operational expense to an 80%-margin revenue product in a \$1.1M scaling roadmap that secured executive buy-in for portfolio expansion.
- Discovered that callback logging had been silently disabled in the telephony system, leaving outbound campaigns unmeasurable, coordinated with Engineering to restore the missing events, and codified the resolution into the templates and SOPs that now govern all outbound campaigns.
- Pushed back on an enterprise client's unjustified metric-change requests, defending the analytics team as strategic partners rather than data fetchers and challenging the methodology in their proposed studies on statistical grounds.
- 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.
- Overhauled enterprise benchmarking by replacing generic book-of-business averages with statistically valid peer clusters, applying Gower's Distance and PAM clustering to mixed-type client attributes to produce defensible performance cohorts across 750+ clients.

Senior Product Analyst

Apr 2022 – May 2024

- Isolated the causal impact of incentive strategies on user behavior using Hierarchical Linear Modeling, 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.*San Francisco, CA*

Head of Analytics

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.
- Reshaped retention and churn strategy by presenting trending behavioral analyses directly to the executive team.

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*Lafayette, CO*

Associate Analyst / Associate Biologist / Associate GIS Analyst

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