

Brandon Moore

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[LinkedIn](#) | Atlanta, Georgia

Senior Product Manager & Digital Marketing Leader

Senior Product Manager and Digital Marketing Analytics leader with deep expertise in AdTech, marketing attribution, and data-driven product strategy. Proven track record of owning complex product roadmaps, optimizing paid media performance, and translating analytics into revenue-impacting decisions. Adept at leading cross-functional teams across engineering, data architecture, marketing, and legal to deliver compliant, scalable, and measurable digital solutions. Combines product leadership, experimentation, and advanced analytics to drive growth, efficiency, and ROI.

Areas of Expertise

- Product Strategy, Vision & Roadmap Ownership
- Product Discovery, Delivery & Lifecycle Management
- Agile / Scrum Methodologies & Backlog Prioritization (Jira, Confluence)
- Marketing Attribution Models (MMP: AppsFlyer) & CAPI Measurement Frameworks (MetaRouter)
- AdTech Platforms & Paid Media Ecosystems (Meta Ads Manager, Pinterest Ads)
- Performance Marketing, Media Optimization & ROAS
- Conversion Rate Optimization (CRO) & Funnel Analysis
- Web & Mobile Analytics (Adobe Analytics, Google Analytics, HubSpot, SEMRush)
- Web Development & UX Design (WordPress, AEM, HTML, CSS, Javascript, Figma)
- Tag Management & Data Instrumentation (GTM, MiniTab - Media Tagging)
- Graphic & Visual Design (Photoshop, Illustrator, Canva, Elementor)
- Data Governance, Privacy & Regulatory Compliance (GDPR, CCPA)
- Stakeholder Management & Executive Communication
- Cross-Functional Leadership (Engineering, Data, Media, Marketing, Legal)
- OKRs, KPIs & Business Impact Measurement

Career Experience

Senior Product Manager – Marketing Attribution & AdTech

The Home Depot | Atlanta, Georgia

February 2025 – Present

- Owned end-to-end marketing attribution product strategy, aligning Paid Social, Paid Search, Media, Measurement, Engineering, and Data teams across a large-scale AdTech ecosystem.
- Led roadmap planning and delivery for media tagging, attribution accuracy, and data integration initiatives, directly improving Return on Ad Spend (ROAS) and media efficiency.
- Partnered with major third-party platforms (Meta, Snapchat, Google, Pinterest, Yahoo) to implement and maintain compliant tagging integrations using MetaRouter, AppsFlyer, and MiniTab.
- Drove data governance and privacy compliance, collaborating with Legal and Data Governance teams to ensure adherence to evolving regulations while mitigating enterprise risk.

- Translated complex business and analytics requirements into actionable engineering deliverables, accelerating feature delivery and reducing measurement gaps.
- Collaborated with Data Architecture teams to resolve advanced data quality issues using Adobe Analytics and Customer Journey Analytics, improving attribution confidence and decision-making.
- Established single sources of truth (SOTs) and technical documentation in Confluence, increasing operational consistency and onboarding efficiency.
- Defined and tracked product OKRs and KPIs tied to media performance, attribution accuracy, and revenue impact.

Global Digital Web Analyst

Quaker Houghton | Conshohocken, PA

November 2022 – March 2025

- Owned analytics and optimization for global B2B websites, implementing site and campaign tagging strategies to improve visibility into user behavior and conversion performance.
- Designed and executed digital marketing measurement frameworks across paid and organic channels using Google Analytics and Looker Studio.
- Led performance analysis for targeted B2B social and digital campaigns, optimizing audience targeting, spend efficiency, and ROI.
- Built executive-ready dashboards and automated reporting to surface KPIs, funnel performance, and growth opportunities.
- Delivered data-driven recommendations that informed website enhancements, campaign optimization, and content strategy.
- Partnered with global marketing stakeholders to align analytics insights with business objectives and regional growth strategies.

Web Developer & Product Manager

Energage (SaaS) / Top Workplaces | Exton, PA

December 2020 – October 2024

- Led cross-functional launches for digital products and marketing initiatives, owning requirements, timelines, and performance measurement.
 - Developed and executed SEO and digital marketing strategies, driving sustained increases in website traffic, engagement, and lead generation.
 - Implemented advanced campaign tagging and attribution tracking, enabling accurate ROI measurement across channels.
 - Built analytics dashboards using Google Analytics and Looker Studio, delivering actionable insights to product, marketing, and leadership teams.
- Combined product management, development, and analytics expertise to optimize user experience and conversion paths.

Digital Safety & Compliance Manager – Cloud Specialist

Total Transportation of Mississippi | Richland, MS

November 2018 – December 2020

- Led enterprise migration of compliance and safety data to AWS (Amazon Web Services), improving data accessibility, security, and scalability.
- Designed and implemented cloud-based data management solutions, reducing manual reporting effort and operational risk.
- Developed interactive dashboards and analytics using Microsoft Power BI, accelerating compliance reporting and decision-making.
- Streamlined data retrieval processes, improving efficiency and audit readiness.

Education

Associate of Arts (AA), Graphic Design

Hinds Community College *(In Progress)*

Professional Certifications

- Google UX Design Certification
- Google Foundations of User Experience (UX) Design
- Google Digital Marketing Certification
- Hootsuite Platform Certification
- Meta Front-End Developer Professional Certificate
- AWS Certified Cloud Practitioner
- AWS Certified Solutions Architect – Associate