Jarrod Griffin

Marketing analytics and the tools around it, for organizations without a technical team.

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Summary

I measure marketing, build the website and the tools that make it easy to run, and teach the team to run it. Two years as the whole technical layer of a university research center, three years as an analyst on military housing studies, and a live commercial product built end to end for a client. M.S. in Digital Marketing, Cal Poly Pomona, the school's MSDM Student of the Year for 2026.

Experience

2025 – present

Independent consultant

jarrodgriffin.com

- SectorPrompts (April 2026 to present): built a commercial report-generation product end to end for an independent consultant: web app, AI authoring pipeline, R and Quarto computation and rendering, Stripe checkout, Firebase sign-in, Google Cloud Run deployment. Every figure is computed by code. The model only writes the narrative. Live, with a checkout, and it has made its first sale.
- Rising Stars Muay Thai (2025 to present): built a Sacramento fight promotion's website and its measurement from zero: Tag Manager event taxonomy, GA4, BigQuery raw-event export, R analysis, Looker Studio dashboard, and a written read-out after each event. Organic search converted at four times the rate of paid social, and nine in ten buyers decided the same day.
- Site updates by email: clients describe a change in plain English, receive a preview link, and reply YES to publish.

Sept 2024 – Aug 2026

Marketing Analytics Specialist

Center for Customer Insights and Digital Marketing, Cal Poly Pomona

- Served as the center's technical layer across its website, CRM, analytics, and workshop program: seven domains, about ten repositories.
- Built a 31-command tool and a desktop editor for the campus CMS, turning multi-hour content audits into a single command.
- Merged twelve contact lists into one de-duplicated HubSpot CRM, which made email analytics and automation possible for the first time.
- Stood up a GA4 to BigQuery analytics stack with SQL views, a director-facing dashboard, and the center's data-driven annual report.

- Designed and delivered hands-on workshops for graduate students on R, Quarto, Shiny, GitHub, Google Analytics, and HubSpot. Thirteen workshops across both stints, 19,000+ views on the recordings, and a series adopted as a graduate-course prerequisite.
- Presented at the CBA Innovation Symposium in 2025 and 2026. The 2026 session became a classroom workshop in which people who had never built anything left with a live site and a working checkout.
- Left a handoff of fifteen playbooks, a credential transfer checklist, and recorded walkthroughs so the work continued after I left.

Mar 2021 – Sept 2024

Associate Analyst
Robert D. Niehaus, Inc.

- Collected and analyzed data for military installations across the United States as part of the Housing Market Analysis team, including in-person interviews and real estate data in each community.
- Compiled and cleaned rental and utility data for 300 military housing areas for the Basic Allowance for Housing program.
- Supported tenant satisfaction and military personnel housing surveys, including in-person housing quality reviews.
- Replaced an unsafe manual field process with a phone-based route-recording app, used across 300+ installation studies.
- Wrote and maintained R scripts for data collection and analysis, and ported Python scripts into the R workflow.

2019 – Jan 2021

Research Assistant, then Research Associate and Web Design and Media Analytics Team Lead
Center for Customer Insights and Digital Marketing, Cal Poly Pomona

- Promoted from research assistant to research associate in spring 2020. Led the web design and media analytics team from August 2020.
- Created and led a six-part R workshop series on programming, data wrangling, and visualization for more than 100 professionals, professors, and students. Recorded for graduate coursework.
- Led a website navigation redesign, set up page-level tracking in HubSpot, and trained team members on HTML/CSS and the university CMS.
- Presented research on state-of-origin effects at the 2020 Global Marketing Conference (Seoul), the CPP Student RSCA Conference, and the CBA RSCA Showcase.

Leadership

2025 – 2026

Founder and first President
OptiMark, Digital Marketing and Analytics Society, Cal Poly Pomona

- Founded and registered the student organization, wrote its bylaws, built a board modeled on a digital agency, secured a funding allocation, and ran the succession to the next board.

Education

2024 – 2026

Master of Science, Digital Marketing
Singelyn Graduate School of Business, Cal Poly Pomona

MSDM Student of the Year, 2026

2018 – 2020

Bachelor of Science, Computer Information Systems
College of Business Administration, Cal Poly Pomona

Skills

Measurement	Google Analytics 4, Google Tag Manager, BigQuery, Looker Studio, Search Console, conversion modeling
Data and reporting	R (tidyverse), Python, SQL, DuckDB, Quarto, Shiny, reproducible reports
Web and tools	HTML/CSS, static sites, Netlify, Cloud Run, Firebase, Stripe, HubSpot CRM and email, Cascade CMS
AI, used as a tool	Claude and Gemini APIs, approval-step automation, local models, verification passes

Talks and panels

- CBA Innovation Symposium, breakout sessions, 2025 and 2026
- MSDM Faculty Research Forum and MSDM Forum, 2025
- Graduate Student Orientation and Admitted Student Reception, student panels, 2025 and 2026
- Global Marketing Conference, Seoul, 2020 (co-author). CPP RSCA conference and showcase, 2020. SCCUR, 2019.

The full list, with links, is on the Teaching page.