Tradd Salvo

Data & Insights Leader

traddsalvo.com / linkedin.com/in/traddsalvo

I lead global teams across analytics, research, and measurement, helping organizations understand their audiences and make better product and marketing decisions.

EXPERIENCE

Huge

New York, NY

Global Vice President of Analytics & Insights — Oct 2023 - Present

Group Director, Analytics — Aug 2021 - Oct 2023

- Lead a global team of 20+ across analytics, research, and SEO/GEO.
- Built Huge's mixed-methods research and GEO practices, expanding how teams understand audiences and guide decisions.
- Lead measurement across web, app, and marketing, combining analytics, research, and experimentation.
- Lead the AI practice for insights, developing tools and workflows that support analytics and research.
- Lead advanced insights work spanning segmentation, forecasting, attribution, web journey analysis, and marketing mix modeling.
- Lead measurement and experimentation for Huge's embedded teams supporting Google websites.

Droga5, Accenture Song

New York, NY

Data Strategy Director — Nov 2019 - Aug 2021

Senior Data Strategist — Aug 2018 - Nov 2019

Data Strategist — Jan 2018 - Aug 2018

- Led measurement of creative and media effectiveness, designing research and measurement programs to evaluate campaign performance and guide creative development, media planning, and optimization.
- Led a team of researchers, data scientists, and analysts across campaign research and brand measurement.
- Led research for Harley-Davidson's website overhaul, informing user experience and SEO decisions.
- Built custom tools in Python and R to automate data preparation, identify advertising opportunities, and support celebrity talent research.

EXPERIENCE CONTINUED

Digitas

New York, NY

Senior Analyst, Decision Science Sep 2017 - Dec 2017

Analyst, Decision Science Jun 2016 - Aug 2017

- Partnered with media teams on marketing mix modeling and attribution to evaluate digital and traditional media performance and inform planning and optimization.
- Developed measurement plans, campaign reporting, and experiments for Samsung's mobile and wearables marketing.
- Automated data collection and preparation, built client-facing Tableau dashboards, and developed daily creative analysis to support ongoing performance measurement.

SKILLS

Measurement: Measurement strategy, experimentation, attribution, marketing mix modeling

Research & modeling: Mixed-methods research, segmentation, forecasting, discrete choice modeling

Programming & data: Python, R, SQL, BigQuery, Redshift

Analytics & visualization: Google Analytics, Adobe Analytics, Amplitude, Tableau, Looker Studio, Power BI

AI & search: AI/LLM tools, agent orchestration, SEO/GEO measurement

EDUCATION

Master of Arts, Advertising
The University of Texas at Austin | 2014 - 2016

Bachelor of Science, Advertising
West Virginia University | 2010 - 2014

RECOGNITION

Webby Winner, People's Voice 2026 | We Tried, AI Public Activism

2026 Optimal Workshop Experience Awards Judge

WARC Best Use of Data 2020 | Harley-Davidson: Boosting SEO with Topic Modeling

EARLY EXPERIENCE

W2O Group | Analytics Intern | 2016

Y&R Austin | Digital Media Intern | 2015

FCB Health | Strategic Analytics Intern | 2015