

CHASE LONDON

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Marketing data leader with nine years in HVAC marketing and digital analytics. I build the pipelines, data models and self-service reporting that let marketers and leadership act on trusted numbers, and I automate the routine work so analysts can spend their time on analysis. Today I own 20+ automated data flows behind a dozen-plus Tableau reports, including the dealer ROI dashboard managers use across a 3,000–5,000-dealer network.

PROFESSIONAL EXPERIENCE

Trane Technologies, Davidson, NC

2024–Present

Marketing Strategy & Operations, Americas

Senior Data Asset Manager

Returned to Trane to speed up marketing analytics across channels and campaigns, reporting to the Marketing Strategy & Operations Leader – Americas. Own how marketing data is combined, stored and cleaned so marketers can trust it and act on it.

- Own 20+ automated data flows feeding 12+ Tableau reports across e-commerce, marketing programs, site analytics and campaigns, used by marketing leadership to track results and guide spend.
- Rebuilt and own the Dealer ROI Dashboard for a 3,000–5,000-dealer network, combining 4 internal cloud sources and 8–10 partner feeds into one monthly dataset on program use, purchases and ROI. Account, territory and regional managers use it to manage their regions and in one-on-one dealer reviews to renew enrollment and show dealers where to improve.
- Cut the monthly dashboard refresh from multiple days of manual updates to one morning by automating about 90% of the process.
- Set up automated national-comparison reports for independent distributors without internal dashboard access, giving them program data they never had before.
- Led my team's migration from Alteryx to Dataiku as a member of Trane's Dataiku Champions group, testing new features before company rollout, teaching the team the tool and serving as the go-to contact for questions and issues.
- Saved the team dozens of hours a month on routine updates with more stable, scheduled Dataiku flows (about 5 hours a week personally), and built end-to-end Power Automate → Dataiku pipelines that removed multiple days of monthly manual work.
- Led the integration of new data sources, including Google Ads and BrightEdge, into existing reporting, and designed data structures that join GA4, Campaign Manager, Google Ads, Meta and LinkedIn data for performance dashboards.
- Found and fixed errors in upstream datasets, improving data accuracy and trust in the team's reporting.
- Trained about 10 marketers to use self-service analytics through standard work, training sessions and ongoing support.
- Analyze site performance and landing page strategy for paid campaigns and present findings to marketing leadership.

Magenta Technologies (a Trane venture), Fort Mill, SC

2022–2024

Data Delivery and Technical Solutions, Residential HVAC Division

Senior Data Analyst

Promoted to senior analyst on a three-person analytics team. Owned the team's data strategy and website metrics and was the main data contact for partners and adjacent teams.

- Designed the dealer locator's ranking score, combining customer feedback, response speed, Google reviews and dealer level to show the best-fit dealer first for each ZIP code.
- Found that locator searches were logged on page load, removing thousands of false "frustrated search" data points; the analysis led to simpler ranking logic, a three-dealer minimum and a now-live general contact card when no dealer is available.

- Led analysis of the move from a pooled call-tracking system to a self-managed Twilio setup. Showed the call-volume drop was almost entirely bot and non-customer calls while average dealer call time doubled from under 30 seconds to about a minute, changing how the business defines healthy call volume.
- Researched and designed a BTU Calculator proof of concept with dealers, engineering and the Trane team that developers used to build the website tool.
- Applied machine learning and third-party data to customer behavior analysis, and built the KPI forecasts behind the annual plan.

Magenta Technologies (a Trane venture), Fort Mill, SC

2021–2022

Data Delivery and Technical Solutions, Residential HVAC Division

Marketing Data Analyst

Helped grow the data insights and strategy team, leading testing, reporting and new analysis processes that supported leadership goals, with a focus on keeping homeowners, dealers and distributors in view.

- Rebuilt how on-site customer journeys are classified to read visitor intent and buying stage.
- Ran dozens of A/B tests a year on CTAs, pages and site paths. When a low-traffic test led to removing a “contact dealer” card, traced a lasting lead drop back to the change and got the card reinstated, restoring lead volume.
- Defined new KPIs for site health, business performance and customer journeys, and built the reporting used in business reviews with Trane.
- Front-line analyst for deep dives and business questions, building the queries, tables and visuals behind reports to Trane (Alteryx, Tableau, SQL, Excel).

Trane Technologies, Davidson, NC

2018–2021

Residential Division

Digital Marketing Specialist

Built data strategy with Marketing, Customer Experience and Sales, connecting new sources through APIs and FTPs.

- Built the first Elite Dealer ROI Dashboard for Sales leaders, joining 8 data sources in Alteryx for Tableau Server; I rebuilt and took it back over in 2024.
- Automated e-commerce product scraping with Alteryx and custom code to enforce pricing and branding rules, while tracking KPIs for lead quality, customer experience and dealer engagement.
- Improved lead responsiveness with Customer Experience and built a web scraping agent for competitive analysis that surfaced market gaps and potential customers.

Ingersoll Rand, Davidson, NC

2017–2018

Residential HVAC Division

Marketing Associate

Supported Trane's residential HVAC digital strategy across brands and managed the customer experience for an HVAC online catalog.

- Led a nationwide software rollout for dealers, distributors and corporate users.
- Turned external vendor data into decision-ready reports and built the database behind a new online shopping tool.

SKILLS

Data prep & automation: Dataiku, Alteryx, Power Automate, Python, SQL, APIs and web scraping

Reporting: Tableau, Excel, self-service dashboards, KPI design

Marketing & web data: GA4, Campaign Manager, Google Ads, Meta and LinkedIn Ads, BrightEdge

Analysis & leadership: A/B testing, forecasting, machine learning, team leadership, training and adoption

EDUCATION

University of North Carolina at Charlotte: Double major in Marketing and Management, plus Marketing Analytics coursework. Training: Tableau, Alteryx and Dataiku courses.