# Damion Brown

**Principal Consultant at Data Runs Deep**

Melbourne Area, Australia, , AU

Digital Analytics Consultant & Trainer | Econsultancy, Data Runs Deep & More

## Biography

Damion is a digital analytics specialist, dividing his time between roll-up-the-sleeves technical & strategic consulting and presenting fun and engaging training programmes. He is a trainer with Econsultancy, delivering custom and public training courses in digital marketing, web analytics, content marketing and social media. He is currently working with Econsultancy and the University of Technology in Sydney (UTS) in developing and delivering postgraduate Digital Certificate courses launching in 2013. His professional approach is solidly data-driven, with a methodical process underlying consulting and training provision, and adds a human and easy-going nature to delivery.

## Availability

Moderator, Panelist, Workshop, Corporate Training

## Industry Expertise

Corporate Training, Business Services, Internet

## Areas of Expertise

Digital Marketing, Web Analytics

## Affiliations

Econsultancy

## Sample Talks

### Digital Analytics In The Real World

If you work in marketing, chances are you're a creative person. It's one of those professions that tends to attract free, creative thinkers who have the ability to see something in their mind before it exists in the real world. That's the exact opposite of what an analyst should be. Analysts have no vision, no creativity; that stuff "gets in the way" of good data analysis. This talk covers how to marry left brain & right brain, applying simple analytic principles to creative work.

## Event Appearances

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## Education

**University of Southampton**


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BA Philosophy

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## Testimonials

**Witheld**
I enjoyed having the discussion of both analytics theory and practice tied together in a cohesive way. The tutor had a great casual style and knew his content backwards.

**Witheld**
This is not necessarily an easy topic for non tech savvy people, but Damion made it relevant, interesting and (often) funny. Impossible to improve on delivery!

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