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SKILLS

- Google Analytics
- SQL
- Python
- Marketing Analytics
- Data Visualization
- A/B Testing

EDUCATION

BACHELOR OF SCIENCE IN MARKETING ANALYTICS, UNIVERSITY OF MARKETING STUDIES

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Recognized for outstanding performance in campaign analysis.
- Contributed to a project that increased lead generation by 35%.
- Improved stakeholder satisfaction through enhanced reporting processes.

Michael Anderson

MARKETING ANALYTICS ENGINEER

Motivated Analytics Engineer with a focus on marketing analytics and over 3 years of experience in leveraging data to drive marketing strategies. Proficient in using tools such as Google Analytics, SQL, and Python to extract insights from campaign data. Strong ability to communicate findings to non-technical stakeholders. Passionate about optimizing customer engagement through data-driven decision-making.

EXPERIENCE

MARKETING ANALYTICS ENGINEER

Digital Marketing Solutions

2016 - Present

- Developed analytics frameworks to measure campaign effectiveness, leading to a 30% increase in ROI.
- Utilized Google Analytics to track user behavior and engagement metrics.
- Created dashboards to visualize marketing performance metrics for stakeholders.
- Collaborated with content teams to optimize landing pages based on data insights.
- Conducted segmentation analyses to enhance targeting strategies.
- Automated reporting processes, reducing preparation time by 50%.

JUNIOR DATA ANALYST

Ad Agency Co.

2014 - 2016

- Assisted in analyzing marketing campaign data to identify trends and opportunities.
- Utilized SQL for data extraction and reporting from marketing databases.
- Supported the creation of performance reports for client presentations.
- Participated in brainstorming sessions to enhance marketing strategies.
- Maintained accurate documentation of data processes.
- Trained on data visualization tools to improve reporting quality.