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EXPERTISE SKILLS

- Marketing Analytics
- Google Analytics
- A/B Testing
- Data Visualization
- Excel
- Tableau

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Marketing Analytics, University of California, Berkeley

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

MARKETING DATA ANALYST

Innovative Business Analytics Consultant specializing in marketing analytics with over 6 years of experience in enhancing brand performance through data-driven strategies. Expertise in applying analytics to optimize marketing campaigns and improve customer engagement. Proven ability to analyze consumer behavior and preferences, translating insights into actionable marketing initiatives. Recognized for proficiency in utilizing a variety of analytics platforms and tools to measure campaign effectiveness.

PROFESSIONAL EXPERIENCE

Bright Future Marketing

Mar 2018 - Present

Marketing Data Analyst

- Conducted in-depth analyses of marketing campaigns to assess their effectiveness.
- Utilized Google Analytics to track website performance and user engagement.
- Developed customer segmentation strategies based on behavioral data.
- Collaborated with creative teams to align campaigns with analytical insights.
- Presented findings to stakeholders, influencing marketing budget allocations.
- Implemented A/B testing frameworks to optimize campaign performance.

Market Insights Co.

Dec 2015 - Jan 2018

Data Analyst Intern

- Assisted in the analysis of consumer data to identify purchasing trends.
- Supported the development of marketing reports for senior management.
- Utilized Excel and Tableau for data visualization and reporting.
- Engaged in competitive analysis to inform marketing strategies.
- Conducted surveys to gather customer feedback and preferences.
- Participated in team meetings to discuss analytic findings and recommendations.

ACHIEVEMENTS

- Increased campaign ROI by 30% through targeted marketing strategies.
- Recognized for outstanding performance during internship with a full-time offer.
- Developed a customer profiling tool that enhanced targeting accuracy by 25%.