MICHAEL
ANDERSON

Marketing Data Analyst

- San Francisco, CA
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Ambitious Business Data Analyst with a background in marketing analytics and over 3 years of experience in data analysis and reporting. Skilled in utilizing data to drive marketing strategies and improve customer engagement. Proficient in using tools like Google Analytics and SQL to extract insights from marketing campaigns. Demonstrated ability to work collaboratively with marketing teams to develop data-informed initiatives that enhance brand visibility.

WORK EXPERIENCE

Marketing Data Analyst | BrandBoosters LLC   Jan 2022 – Present

- Analyzed campaign performance data to optimize marketing strategies, achieving a 20% increase in ROI.
- Developed reports using Google Analytics to track website engagement metrics.
- Collaborated with marketing teams to refine audience targeting based on data insights.
- Utilized SQL to manage and analyze campaign data effectively.
- Conducted A/B testing for promotional materials, leading to improved customer engagement.
- Presented analytic reports to stakeholders, driving data-informed decisions.

Data Analyst Intern | Creative Marketing Agency   Jul 2019 – Dec 2021

- Supported data collection and analysis for marketing campaigns.
- Assisted in preparing reports on market trends and customer behavior.
- Helped develop dashboards for visualizing campaign performance.
- Conducted competitor analysis to identify marketing opportunities.
- Participated in brainstorming sessions to enhance marketing strategies.
- Gathered feedback from team members to improve data reporting processes.

SKILLS

Google Analytics   SQL   Marketing Analytics   Data Visualization   Excel   A/B Testing

EDUCATION

Bachelor of Science in Marketing Analytics   2015 – 2019
University of Arts

ACHIEVEMENTS

- Increased campaign engagement rates by 35% through data-driven strategies.
- Received recognition for outstanding contributions to marketing analytics projects.
- Developed a customer profiling model that improved targeting accuracy.

LANGUAGES

English   Spanish   French