MA

MICHAEL ANDERSON

DATA STEWARD

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EXPERTISE SKILLS

- Customer data management
- Google Analytics
- SQL
- Data analysis
- Marketing strategy
- Data governance

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor's Degree in Marketing Analytics from Business College

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

Dynamic Data Steward with 4 years of experience in the retail industry, focusing on customer data management and analytics. Strong background in leveraging data to enhance customer experiences and improve sales strategies. Adept at utilizing data analysis tools to identify trends and inform marketing campaigns. Proven ability to collaborate with marketing and sales teams to ensure data accuracy and relevance.

PROFESSIONAL EXPERIENCE

RetailCo   *Mar 2018 - Present*
Data Steward

- Managed customer data integrity initiatives that improved marketing campaign targeting by 30%.
- Collaborated with marketing teams to develop data-driven strategies for customer engagement.
- Utilized Google Analytics to track customer behavior and inform decision-making.
- Conducted data quality checks to ensure the reliability of customer data.
- Developed reports on customer trends for senior management.
- Trained staff on best practices for data entry and management.

Market Insights   *Dec 2015 - Jan 2018*
Marketing Data Analyst

- Analyzed customer data to support the development of targeted marketing campaigns.
- Created dashboards to visualize key performance metrics for marketing initiatives.
- Collaborated with product teams to ensure accurate data representation in marketing materials.
- Conducted A/B testing to evaluate marketing effectiveness based on data insights.
- Documented data collection and analysis processes for transparency.
- Presented findings to stakeholders to drive data-informed decision-making.

ACHIEVEMENTS

- Increased customer engagement by 20% through targeted marketing efforts based on data insights.
- Recognized for excellence in data management practices at company annual awards.
- Successfully launched a data quality initiative that improved data completeness by 25%.