



(555) 234-5678

michael.anderson@email.com

San Francisco, CA

www.michaelanderson.com

## SKILLS

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

## EDUCATION

**BACHELOR OF ARTS IN MARKETING,  
UNIVERSITY OF MARKETING STUDIES,  
2020**

## LANGUAGE

- English
- Spanish
- German

## ACHIEVEMENTS

- Increased campaign ROI by 15% through data-driven adjustments
- Awarded for outstanding contributions to a major marketing project
- Developed a customer insights report that was adopted by the marketing team

# Michael Anderson

## MARKETING DATA ANALYST INTERN

Innovative Junior Data Analyst with a background in marketing analytics and a strong ability to leverage data for strategic decision-making. My experience includes analyzing customer behavior, evaluating marketing campaign performance, and utilizing analytical tools to optimize marketing strategies. I am skilled in SQL, Google Analytics, and Excel, enabling me to derive insights from complex datasets.

## EXPERIENCE

### MARKETING DATA ANALYST INTERN

Creative Marketing Solutions

2016 - Present

- Assisted in analyzing marketing campaign data to measure effectiveness
- Utilized Google Analytics to track website performance metrics
- Created reports to summarize findings for marketing teams
- Collaborated with stakeholders to gather data requirements
- Developed dashboards for real-time marketing insights
- Supported A/B testing initiatives to refine marketing strategies

### JUNIOR DATA ANALYST

Digital Marketing Agency

2014 - 2016

- Conducted customer segmentation analysis to inform targeting strategies
- Analyzed social media metrics to assess engagement levels
- Presented findings to marketing teams for campaign optimization
- Utilized SQL to extract data from marketing databases
- Automated data collection processes to improve efficiency
- Participated in brainstorming sessions to generate innovative marketing ideas