MA

MICHAEL ANDERSON

SENIOR MARKETING DATA ANALYST

CONTACT

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📍 San Francisco, CA

SKILLS

- Data Visualization
- Python
- R
- Market Analysis
- Google Analytics
- Power BI

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN MARKETING ANALYTICS, NEW YORK UNIVERSITY, 2014

ACHIEVEMENTS

- Developed a customer loyalty program that increased repeat purchases by 40%.
- Recognized for innovative data solutions that enhanced sales forecasting accuracy.
- Received the 'Excellence in Analytics' award for outstanding project delivery.

PROFILE

Dedicated Marketing Data Analyst with over 7 years of experience in e-commerce and retail sectors. Expert in utilizing data analytics to enhance online sales strategies and optimize customer experience. Proficient in analyzing large datasets to uncover actionable insights that drive marketing initiatives. Strong command of data visualization tools and statistical software.

EXPERIENCE

SENIOR MARKETING DATA ANALYST

E-Commerce Solutions Ltd.

2016 - Present

- Led a team of analysts in developing comprehensive marketing analytics frameworks.
- Conducted market segmentation analysis to identify high-value customer segments.
- Utilized Python and R for advanced data analysis and modeling.
- Collaborated with product teams to enhance user experience based on data insights.
- Improved conversion rates by 35% through targeted marketing campaigns.
- Presented analytical reports to executive management, influencing strategic decisions.

MARKETING ANALYST

Retail Dynamics

2014 - 2016

- Analyzed sales data to identify trends and opportunities for improvement.
- Created visual reports using Power BI to communicate findings to stakeholders.
- Developed and maintained dashboards for real-time performance tracking.
- Coordinated with marketing teams to optimize promotional strategies based on data.
- Conducted competitor analysis to inform pricing strategies.
- Achieved a 20% increase in customer retention through data-driven recommendations.