MA

Michael Anderson

MARKETING DATA ANALYST

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SKILLS

- Google Analytics
- SQL
- Excel
- A/B Testing
- Data Analysis
- Reporting

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ANALYTICS, UNIVERSITY OF CALIFORNIA, 2019

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased user engagement by 30% through targeted email marketing campaigns.
- Received the 'Rising Star' award for impactful contributions to marketing analytics.
- Developed a customer segmentation model that improved targeting accuracy.

Innovative Marketing Data Analyst with 3 years of experience in the software industry. Skilled in analyzing user data to drive product marketing strategies and enhance user acquisition. Proficient in using various analytical tools, including Google Analytics, SQL, and Excel, to derive insights from complex datasets. Adept at collaborating with product and marketing teams to develop data-driven solutions that align with business goals.

EXPERIENCE

MARKETING DATA ANALYST

Software Solutions Inc.

2016 - Present

- Analyzed user behavior data to inform product marketing strategies.
- Developed comprehensive reports to track campaign performance and user engagement.
- Utilized SQL for data extraction and analysis from various databases.
- Collaborated with the marketing team to optimize digital advertising campaigns.
- Conducted A/B testing to refine marketing messages and improve conversion rates.
- Presented findings to stakeholders to inform marketing strategy shifts.

DATA ANALYST INTERN

Tech Innovations LLC

2014 - 2016

- Assisted in data collection and analysis for product marketing initiatives.
- Created visualizations to support data-driven decision-making.
- Worked with senior analysts to improve data reporting processes.
- Participated in team meetings to discuss project progress and insights.
- Supported the development of a marketing analytics dashboard.
- Contributed to a project that improved user acquisition by 18% through data insights.