

# First Last

## Digital Marketing Analyst

Digital Marketing Analyst with five years of experience developing and implementing marketing metrics, creating online campaigns, and managing ads. Well-developed skills in analytics and the ability to work in team environments.

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### EXPERIENCE

#### Resume Worded, New York, NY

##### **Digital Marketing Analyst**

January 2020 - Present

- Led digital initiatives, including implementation of e-mail platform and digital on-boarding to save \$1M annually.
- Managed monthly communications calendar to deliver marketing and customer messaging to 50K clients.
- Delivered charge volume and retention analyses to drive +15% above plan results for the \$20B/yr Middle Market segment.
- Formed perimeters for a social content strategy to attain an engagement ratio of 15% during the spring campaign.
- Developed an SEO-centered content strategy for the launch of a new website, increasing page views by 30%.

#### Growthsi, Remote

##### **Digital Marketing Specialist**

July 2016 - January 2020

- Managed 60 Adwords accounts with budgets totaling over \$400,000 per month.
- Conducted keyword analysis to improve traffic quality by 15%.
- Created and optimized 10+ Google Adwords and Bing Ads campaigns.

#### Resume Worded, Boston, MA

##### **Digital Marketing Analyst Intern**

January 2012 - June 2016

- Executed 5 marketing campaigns supporting company initiatives and segments.
- Established relationships with 30+ clients across the region and 5+ career bloggers for content syndication.
- Participated in 1-2 projects per week; researched and analyzed development processes to increase efficiency by 3%.

### SKILLS

Google Analytics

Search Engine Optimization (SEO)

Social Media

Marketing Strategy

Web Analytics

Data Analysis

### EDUCATION

#### Resume Worded University

B.S. in Marketing, Minor in Data Analytics

January 2012

New York, NY

- **Awards:** Resume Worded Marketing Fellow (only 5 awarded to class), Dean's List 2012 (Top 5%)
- **Relevant Courses:** Marketing Principles, Business Analytics, Advertising
- Completed one-year study abroad with RMIT University

### PROJECTS

- Website Improvement Project - increased service-level revenue across 40 branches by 10% in six months.