

# Robert Smith

## Digital Marketing Analyst

Phone (123) 456 78 99

Email: [info@qwikresume.com](mailto:info@qwikresume.com)

Website : [www.qwikresume.com](http://www.qwikresume.com)

LinkedIn: [linkedin.com/qwikresume](https://www.linkedin.com/qwikresume)

Address: 1737 Marshville Road, Alabama

### SUMMARY

Sales and Digital Marketing professional with 2 years of experience in reputed Companies. Demonstrate excellent skills in key account management, business development, planning, marketing, strategy building, contract negotiation, supply chain management and customer service.

### SKILLS

Microsoft Office, Google Analytics, Typing, Scheduling, Account Management, Customer Service, Database Management, And Fundraising.

### WORK EXPERIENCE

#### Digital Marketing Analyst

DGPJ Inc - December 2016 - December 2017

- Worked for an e-commerce jewelry retailer by providing business improvement solutions.
- Forecasted/predicted consumer behavior and product movement based on trend research and segmentation.
- Implemented tags to analyze and report digital marketing metrics to optimize media spend for increased conversion on the brand website.
- Performed digital campaigns analysis and website performance analysis to drive customer acquisition and retention, lead conversion and sales using google analytics.
- Focused on trends of customer online behavior using pathing and traffic metrics in the sales funnel.
- Performed product analysis using excel and suggest consumer and product insights to increase the conversions.
- Focused on landing page optimization using a/b testing to increase the conversion rates and to improve the SEO ranking.

#### Digital Marketing Analyst

Viyari - January 2016 - November 2016

- Analyze marketing channel and website performance data and develop recommendations on ways to further optimize performance using a/b testing.
- Engaged in QC check of the websites and content updates in order to improve the SEO rankings.
- Develop data outputs from the secondary market research reports to promote revenue/market share growth and also gather market trends.
- Implemented tags to drive actionable insight from google analytics such as pathing behavior flow, goals, funnels, e-commerce tracking.
- Delivers consumer insights by performing category and product analysis.
- Build custom reports visually appealing dashboards to support the digital marketing campaigns launched on social media such as Facebook, Twitter.
- Drive strategy for process and customer experience improvement across digital platform using Google AdWords tools.

### EDUCATION

Certification in Digital Marketing - October 2016 to June 2017(UC Irvine - Irvine, CA )MBA in Business Management - 1998 to 2000(Graduate School Of Business And Administration - Delhi, Delhi )Bachelor Of Science in Advanced EXCEL And Power Point - 1998(Rohilkhand University )