

ROBERT SMITH

Digital Marketing Analyst

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Digital Marketing Analyst/Consultant with 7 years of experience in analyzing, gathering and advising about Digital and Social Media marketing strategies. Extensive experience in developing an online roadmap for achieving sales and marketing goals.

EXPERIENCE

Digital Marketing Analyst

Iheartmedia - JANUARY 2012 - PRESENT

- Analyzing, gathering, and advise about digital and social media marketing strategies.
- Monitor, test, and adjust campaigns to raise ctr and conversion rates, analyze and report on campaign performance to assess impact and influence.
- Determine business goals, KPIs and implement strategic analytics solutions to meet clients needs.
- Performing detailed analyses to assist clients understanding of how users interact on their website and the effect of other marketing channels and efforts on the overall customer journey.
- Providing data-driven recommendations and insights to optimize site content and the user experience with the goal of improving digital marketing strategies and increasing brand awareness, website engagement and demand generation.
- Working collaboratively with marketing, social media, development, and external vendors to translate business questions into KPIs and drive strategic recommendations.
- Utilizing tools such as Adobe Omniture site, google analytics, trends, AdWords, and marketing cloud (sales force).

Media Coordinator

Thomson Reuters Corporation - SEPTEMBER 2011 - DECEMBER 2011

- Tracked social media account packages and added or removed URL as needed.
- Monthly final reports, delivery of the campaigns, optimization, quality control.
- Ensure that campaigns start and end on time, full impression delivery, and working with advertisers and sales to ensure all creative materials are delivered on time.
- Project implementations for the web, responsive web and mobile app in adobe marketing suite and google analytics.
- Enhanced key sales reports by allowing senior executives to more effectively identify new business opportunities.

- Developed the departments master excel spreadsheets for the entire digital, print, and special releases.
- Queried the database for quick insights to support other teams such as product management.

EDUCATION

- Masters in Media - 2003 to 2005(University Of Manchester UK - Manchester, NH)Bachelors in Media Technology - 1999 to 2002(Thames Valley University UK - London)

SKILLS

Digital Marketing, Digital Media, Digital Strategy, Market Analysis, Omniture, Google Analytics, Google Adwords, Advertising, Online Marketing, Web Analytics, Web Content, DFP, And Newsletters.