





ALEC MINTZ

MARKETING DATA ANALYST

CONTACT

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-  <https://github.com/Isles2024>
-  Hoboken, NJ

SKILLS

Marketing Tools & Platforms: Skilled in using Google Analytics, Looker, and Tableau to track and report on marketing performance

Paid & Organic Marketing Optimization: Experience analyzing paid social, email marketing, and SEO data

Exploratory Data Analysis: Skilled in performing EDA to extract meaningful insights and patterns

Data Cleaning and Preprocessing: Experience in preparing and cleaning data for analysis, ensuring accuracy and reliability

Data Visualization Techniques: Proficient in creating visually compelling charts, graphs, and dashboards to effectively communicate complex data

Collaborative Data Projects: Experience collaborating on data-centric projects, contributing to end-to-end data analysis and visualization processes

EDUCATION

Certification - Data Analytics

Rutgers University

December 2023 - May 2024

MS Business Analytics

Quinnipiac University

2020-2021

BS Biomedical Marketing

Quinnipiac University

2016-2020

PROFESSIONAL BIO

Data analyst and digital marketing specialist with expertise in leveraging data insights to optimize marketing strategies and business performance. Proficient in Python, SQL, Tableau, and Google Analytics for data analysis, visualization, and performance tracking. Experienced in managing paid social campaigns, optimizing Google Business Profiles, and implementing email marketing strategies. Currently own and operate Freehold Athletic Club, overseeing membership analytics and digital marketing. Passionate about using data to drive strategic decision-making and business growth.

WORK EXPERIENCE

Owner/Marketing & Data Analyst

July 2024 - Present Day

Freehold Athletic Club - Freehold, NJ

- Designed and maintain the facility's website, mobile app, and online booking system, integrating GA4 for traffic and conversion tracking
- Developed and maintain interactive dashboards in Looker, integrating data from GA4 via BigQuery to track and visualize key website metrics.
- Manage digital marketing strategy, including paid social media campaigns, email marketing, and Google Business Profile optimization, to drive membership growth and search engine visibility
- Extract and clean data from the Mindbody platform to generate monthly reports, providing insights on membership trends, revenue performance, and customer engagement

Account Executive

2022 - July 2024

Synapse Medical Communications - NYC

- Work cross functionally to oversee the day-to-day operations and execution of initiatives for promotional medical educational tactics across US and global accounts
- Maintain client relationships by serving as the client's initial point of contact, lead external meetings, and coordinate tactical material development across agency partners
- Leverage Google Analytics by tracking user demographics and segment audiences to monitor metrics of developed materials
- Manage and monitor project budgets from inception to completion, ensuring financial accountability throughout the development process

Junior Account Executive

2021 - 2022

The Scienomics Group - Stamford, CT

- Work across multiple agencies to develop and coordinate the production of digital and traditional medical education tactics
- This includes making timelines, transitioning materials, spot checking content, scheduling cross-agency reviews, serving as a daily point of contact, budget tracking, submitting materials for legal review, and extensive problem solving