

# Lars Eriksen

Norwegian | Male | 27

*Target MSc: Marketing Analytics / Data Science*

*EDUCATION BSc in Economics and Business Administration NHH (Norwegian School of Economics), Bergen  
2020 - 2023*

*Focus on Business Analytics and Quantitative Marketing.*

*PROFESSIONAL EXPERIENCE Digital Analyst Intern - Google, Dublin July 2023 - December 2023*

*Assisted the Large Customer Sales (LCS) team in analyzing campaign performance for retail clients.*

*Developed automated dashboards in Data Studio to track ROAS (Return on Ad Spend) and conversion metrics.*

*Conducted A/B tests on YouTube ad creatives to optimize viewer retention.*

*Marketing Intern - Telenor, Oslo January 2023 - June 2023*

*Utilized SQL to segment the customer database for a targeted churn-reduction campaign.*

*Analyzed market share trends in the 5G segment.*

## SKILLS

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Technical: SQL, Google Data Studio, Python, Tableau.

## LANGUAGES

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Norwegian (Native), English (Fluent), Swedish (Fluent).

PERSONAL INTERESTS Skiing, Data Visualization, Jazz Saxophone.