

Lars Eriksen

Norwegian | Male | 24 years old

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

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

LANGUAGES

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

PERSONAL INTERESTS Skiing, Data Visualization, Jazz Saxophone.