

Lars Eriksen

Irish | 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.