SENIOR DIGITAL MARKETING ANALYST

Summary

Highly analytical and process-oriented data analyst with in-depth knowledge of marketing project management, data manipulation and visualization. Furnish insights, analytics and business intelligence to advance opportunity identification, process reengineering and corporate growth. Core Qualifications Market Segmentation Business Intelligence Reporting Regression Analysis Business Analysis Dashboard generation Data Mining Data Modeling Statistical Analysis Data Experiments Project Management Process Improvement

Highlights

 Power user of MS Excel, Power BI, Power Query, Power Pivot, Qlikview Desktop, Minitab, Tableau, Google Analytics, JIRA, Salesforce, TSQL, SQL, HTML, PHP, JavaScript, MS Access, MS Visio, MS Project. In progress - R, Python.

Experience

07/2016 to Current
Senior Digital Marketing Analyst Company Name ï¼ City , State

- Design and build dashboards to help analyze, monitor and visualize key performance metrics.
- ADD skills, accomplishment style.
- Interpret data, extract trends and identify insights or opportunities for product decisions.
- Design and monitor end-user reporting tools and systems, ensuring reports are accurate and up-to-date.
- Work with internal stakeholders and teams across the company.
- Accomplishment:.
- A 30% increase in revenue by segmenting, resulting in an incremental $2M profit.

02/2014 to 03/2016
Web Analyst Company Name ï¼ City , State

- Extracted, transformed and loaded (ETL) customer data using code that was Developed.
- using SQL.
- Built dashboards to monitor and control marketing efforts.
- Helped identify and repair datasets that are incomplete, inconsistent, or require cleaning.
- Handled internal customer data inquiries, data investigations, or other information requests from project teams.
- Helped investigate and understand available data sources on the market to solve customer site content challenges.
- Accomplishment:.
- A 20% optimization in marketing cost by re-allocating $2M budget to profitable areas.

06/2002 to 08/2005
Web Developer Company Name ï¼ City

- Developed customized web solutions using PHP, HTML, and JavaScript for clients.
- Created database structures, relationships, and data types in MySQL and MS Access.
- Accomplishment:.
- Increase of 22% in sales by increasing overall visitor traffic by over 400K.

Education

Masters of Business Administration
2013
MBA University of Redlands
2011
Bachelor of Sciences University of Hamburg
2007
College - Berufsschule City Nord,

Languages

English, German, Hindi, Punjabi

Skills

budget, BI, content, clients, database, English, ETL, German, Google Analytics, Hindi, HTML, PHP, JavaScript, marketing, market, MS Access, MS Access, MS Excel, MS Project, Minitab, MySQL, optimization, profit, progress, Punjabi, Python, reporting, sales, SQL, Tableau, TSQL, Visio