Sophia Bennett

Marketing Data Scientist

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LinkedIn | Portfolio

Marketing data scientist optimizing customer engagement strategies

Results-driven marketing data scientist with six years of experience analyzing consumer behavior and optimizing digital marketing campaigns. Adept at A/B testing, customer segmentation, and data visualization.

Professional Experience

Marketing Data Scientist

GrowthTech Solutions | Los Angeles, CA | May 2020 - Present

- Developed a customer segmentation model that increased retention rates by 25%
- Analyzed digital campaign performance, optimizing ad spend and increasing ROI by 40%
- Conducted A/B testing, identifying key strategies that boosted conversion rates by 15%

Data Analyst (Marketing Division)

E-Commerce Innovations | San Diego, CA | June 2017 - April 2020

- Built a recommendation engine that increased online sales by 20%
- Automated campaign reporting, reducing manual workload by 50%
- Designed a dashboard that provided real-time marketing insights for leadership teams

Education

Bachelor of Science in Marketing Analytics

University of Southern California (USC), Los Angeles, CA | May 2017

Key Skills

- Customer segmentation and churn analysis
- Digital marketing analytics (Google Analytics, Adobe Analytics)
- Predictive modeling for marketing campaigns
- A/B testing and experimentation
- SQL and Python for marketing data analysis