

First Last

Marketing Data Analyst

Pierre, South Dakota • +1-234-456-789 • professionalemail@resumeworded.com • [linkedin.com/in/username](https://www.linkedin.com/in/username)

Marketing data analyst with 10+ years of experience leveraging data-driven insights to drive successful marketing strategies and optimize business performance. Key achievement: provided actionable suggestions based on data insights to optimize marketing campaigns and boost engagement by 93%.

RELEVANT WORK EXPERIENCE

Resume Worded, New York, NY

2015 – Present

Marketing Data Analyst

- Conducted in-depth marketing data analysis using 20+ statistical techniques and data visualization tools to identify trends.
- Created comprehensive reports and dashboards to communicate marketing performance metrics to 250+ stakeholders, improving data-driven decision-making with 95% accuracy.
- Utilized regression analysis, predictive modeling, and 10+ other advanced analytical methods to optimize marketing strategies and improve ROI by 74%.
- Conducted A/B testing to evaluate the effectiveness of 30+ marketing campaigns and recommend improvements.

Growthsi, San Francisco, CA

2013 – 2015

Account Planner

- Spearheaded the first-ever e-mail marketing program that boosted client leads by 11% while reducing client acquisition expenses.
- Increased the sales of new product lines by designing a cash-back coupon incentive program with 60+ sponsors.
- Prepared and implemented an annual business plan for the regional department while developing 50+ new revenue streams.
- Initiated a new business development plan that increased account retention rates by 46% in addition to 20+ new business acquisitions.

Resume Worded Exciting Company, San Francisco, CA

2011 – 2013

Lead Generator

- Generated 1500+ leads through cold-calling, email campaigns, and online ads, exceeding Q1, Q2, and Q3 2013 sales goals
- Targeted and customized proposals to fit the needs of 2300+ customers, increasing lead conversion rates by 17% YoY.
- Devised creative marketing strategies for lead generation, leading to the conversion of company website traffic to 8,500+ quality leads.

EDUCATION

Resume Worded University, New York, NY

2011

Associate of Science — Marketing

SKILLS

Technical Skills: Data Visualization (Advanced), A/B Testing (Experienced), Data Manipulation and Cleansing

Languages: English (Native), German (Fluent), French (Conversational)