Charlie Gall

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EDUCATION

Santa Clara University   **Sep. 2022 – Mar. 2026**
Marketing B.S., Business Analytics Minor, **3.84/4.0 GPA**   *Santa Clara, CA*

WORK EXPERIENCE

Project Unloaded – National non-profit organization   **Jun. 2025 – Present**
Marketing Analyst Intern   *Remote*

- Built and maintained campaign tracking dashboards in Excel and Google Sheets to visualize KPIs, enabling faster decision-making across 4 teen-focused ad campaigns
- Analyzed ad performance data (Meta, Google, Snapchat) to uncover trends in reach, CTR, and conversion; presented insights that improved click-through rates and video completion rates by 2% over benchmarks
- Curated, optimized, and A/B tested paid ad sets across Meta, YouTube, and Snapchat that reached 3M+ users
- Audited and restructured Project Unloaded's monthly social media reporting system, creating a centralized analytics archive that tracks key KPIs (reach, engagement, CTR) across platforms and cut reporting time in half
- Developed a cross-platform reporting pipeline leveraging Snapchat, Meta, and Google Ads APIs to programmatically fetch performance data, standardize metrics, and generate reusable dashboards

SCU Consumer Behavior Research Lab   **Oct. 2025 – Present**
Research Assistant   *Santa Clara, CA*

- Supported experimental research by running in-lab studies, administering protocols, and ensuring accurate data collection across multiple participant groups
- Led partnership discovery efforts by creatively contacting local nursing & memory care homes, enabling future consumer behavior research collaborations

Route 16 Running and Walking   **Jun. 2024 – Sep. 2024**
Sales Associate   *Gig Harbor, WA*

- Delivered personalized customer service to ~50 shoppers daily, recommending gear and apparel based on gait analysis, terrain, and performance needs

LEADERSHIP EXPERIENCE

Santa Clara University Triathlon   **Jun. 2025 – Present**
President   *Santa Clara, CA*

- Led and organized a 20+ member collegiate triathlon team, coordinating race logistics, practices, and community events throughout the academic year
- Oversaw budgeting, sponsorships, and communication with university athletics, improving the club's fiscal responsibility, ending both of my leadership years in a positive cash flow
- Modeled discipline and consistency by balancing leadership duties with competitive racing, fostering a team culture centered on accountability and long-term performance goals

TECHNOLOGIES, SKILLS, & COURSEWORK

- **Technologies:**
  - Data Analytics: Google Sheets/Excel, Power BI, Python, SQL
  - Reporting/Marketing: Google, Meta, and Snapchat Ads Managers, Canva, Adobe Suite Products
- **Skills:** Data Visualization, Campaign Optimization, Marketing Reporting, Leadership, Curiosity, Proactivity
- **Coursework & Projects:**
  - **Machine Learning & Data Analytics:** Applied Python (pandas, NumPy, scikit-learn) to clean, analyze, and model real-world datasets, using classification and clustering algorithms to predict customer segments and identify marketing trends
  - **Strategic Analysis:** Collected and analyzed industry and firm-level data to evaluate competitive dynamics, identify key success factors, and develop actionable strategic plans
- **Interests:** Triathlon, Exercise Science, Music Production, Reading, Coaching