





VANCE ROSS

BUSINESS ANALYST INTERN

CONTACT

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EDUCATION

Bachelor of Business
Administration
Management Information
Systems with a
concentration in Business
Analytics
University of Texas
2021 - current
Austin , TX

SKILLS

Microsoft Office Suite
Google Analytics
Google Data Studio
NetSuite
MATLAB
MicroStrategy

CAREER OBJECTIVE

Social media guru with experience to leverage technology to increase traffic and grow digital revenue. Eager to use tested analytical and content strategies to spot growth opportunities and expand brand awareness for Northwestern Mutual for unreached potential clients.

WORK EXPERIENCE

Freelance Social Media Manager

The Modern Brand Co.

2022 - current / Remote

- Expanded posts engagement and reach by 77% using Microstrategy insights on the frequency and optimal posting time
- Increased social media following across 10+ platforms by 5K by relying on Google Data Studio reports
- Deployed SEO strategies that increased organic traffic by 94%
- Reduced turnaround time by 44% through standardized report templates and Excel macro

PROJECTS

Social Media Campaign Analysis

Social Media Analyst

2022

- Boosted engagement on Twitter, LinkedIn, and Facebook by 81% through a social media rebrand
- Doubled monthly social referrals to 1592 via Matlab data reports
- Automated resource utilization via NetSuite, cutting cost duplication by 22%
- Generated 2K unique page views weekly, a 58% increase, by diversifying social media ads

Market Research Survey

Survey Designer

2021

- Drove lead-form conversions to 79% annually by launching a lead-generation site
- Gathered actionable Google Analytics insights and turned 1K visitors into paying customers
- Upscaled Facebook conversions by 34% through tracking and leveraging visitors' trends
- Saved 27% by setting financial cause-fix metrics to flag anomalies

