DAVID ARMSTRONG

ENTRY-LEVEL MARKETING ANALYST

CONTACT

Dave1@email.com ✉

(123) 456-7890 ☎

Brooklyn, NY ⚲

LinkedIn 🔗

EDUCATION

B.S.
Marketing
University of Pittsburgh
September 2015 - April 2019
Pittsburgh, PA
GPA: 3.7

RELEVANT COURSES

Intro to Marketing
Marketing Research
Consumer Behavior
Sales Force Management
Electronic Commerce
Advertising and Sales Promotion
Principles of Selling

SKILLS

Salesforce
Microsoft Excel, Word, Powerpoint
Paid Ads (Facebook, Google, LinkedIn, Instagram, retargeting)
A/B testing, audience segmentation
SEO
Google Analytics

CAREER OBJECTIVE

With 2+ years experience in data mining, quality control, and data integrity validation, I have communicated clear goals and strategic implementation to a team of 10 interns while reducing marketing spend by 18% in my first year. Excited to make a bold and face-to-face impact at KC Consulting.

WORK EXPERIENCE

Marketing Analyst Intern

SmartNet Solutions

April 2019 - current / New York, NY

- Tracked and analyzed advertising costs across media channels, saving 20% of marketing budget
- Implemented a new campaign using researched consumer behavior and market trends, which led to a $4M revenue increase in 2020
- Directed and trained a team of 10 in valid market research SWOT analysis and formulated a plan to implement findings
- Collaborated with clients to understand their product positioning to incorporate into ad copy, leading to a 99% client satisfaction rate
- Overhauled conversion rates by 20% with custom-designed reports in Tableau, while streamlining data, leading to a 15-hour decrease in manual reporting each week
- Created A/B testing for Twitter ad copy, improving ROI by 9%
- Analyzed sales funnels while measuring online campaign performance, resulting in a 17% improvement in conversion rates
- Directed 5 focus groups to glean consumer opinions on new products, and presented recommendations to leadership, leading to a 25% growth in product development and sales

PROJECTS

Local SEO

- Worked with local restaurants to grow their online search presence, leading to an increase in organic search traffic from 100 to 1,000 users per month on average
- Increased sales from online channels by an average of $3,500 per month by implementing best practices

Paid Ads for Local Animal Shelter

- Worked with local shelter to build a paid advertising campaign on Facebook and Instagram, resulting in a 55% cost reduction per lead
- Iterated on ad copy, placement, and images to improve conversion rate by 150%