

# WILLIAM D. SMITH

MARKETING & DATA ANALYST

## PROFESSIONAL SUMMARY



## INFO



### Name

WILLIAM D. SMITH



### Address

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LOUISVILLE, KY 40202



### Phone

(201) 739 7626



### Mail

Smithw8857@gmail.com



### LinkedIn

linkedin.com/in/smithw8857/



### GitHub & Portfolios

github.com/Smithw8857

smithw8857.github.io

public.tableau.com/pro-  
file/smithw8857

## CERTIFICATIONS

### GOOGLE ADS CERTIFICATION

Google

Completed: December 2020

Renewed: February 2022

### MySQL BOOTCAMP

Udemy

Completed: September 2020

### HANDS-ON TABLEAU

TRAINING FOR DATA SCIENCE

Udemy

Completed: October 2020

### MySQL ASSESMENT

LinkedIn

Completed: September 2020

○ NOVEMBER 2020-  
CURRENT

### SONIC ELECTRONIX, LOUISVILLE KY

#### MARKETING DATA ANALYST

- Managed the Google Ads Accounts of Sonic Electronix and its subsidiaries as well assisting across other paid search networks
- Netted \$12.5 million in Google Ads revenue during 2021, increasing yearly revenue by 11%, while maintaining a \$6.80 return on advertising spend
- Promoted Sonic Electronix's offerings with the goal of maximizing revenue and brand awareness, contributing to a 20% yearly increase in overall web-driven revenue
- Drove 5.9 million clicks to the Sonic Electronix website via Google Search Network advertisements in 2021, keeping Sonic Electronix a relevant brand within a competitive market
- Spearheaded the complete restructuring and cleaning of the Sonic Electronix Google Ads account, allowing for easier data collection and analysis
- Unearthed weaknesses within accounts utilizing analytics, then strategized and performed the actions needed in order to improve said shortcomings
- Strategized alongside other departments in order to perfect our web user experience
- Created a multitude of reports used on a weekly basis to facilitate quick and effective analysis, which included a keyword scraping tool that allowed for consistent account growth

○ FEBRUARY 2019-  
MAY 2020

### ENTERPRISE HOLDINGS, LOUISVILLE KY

#### MANAGEMENT

- Analyzed branch data and trends in order to cultivate 15% branch growth within our territory
- Helped lead a branch of employees and performed back-end operations to ensure branch success
- Awarded City MVP for exceptional performance 5 times throughout employment
- Maintained relationships with existing accounts while driving additional account revenue
- Provided exceptional service and was responsible for city-leading customer service scores in 3 different locations
- Mastered the organizational, forecasting and communication skills required to efficiently lead a branch and was tasked with managing a team of employees
- Created methodology to increase branch growth, revenue and customer service while decreasing direct costs
- Maintained a track record of successful and leading sales numbers within a competitive environment

○ MARCH 2018 -  
NOVEMBER 2018

### PINEHURST TOYOTA, SOUTHERN PINES, NC

#### BUSINESS DEVELOPMENT SPECIALIST

- Mastered the use of CRM systems to bridge the gap between our business and potential consumers
- Analyzed customer trends and previous client sales cycles in order to achieve more than 20% of the Business Development department's sales per month
- Increased business foot traffic by pursuing new sales leads and scheduling client appointments
- Researched company products to properly identify client needs and suggest appropriate solutions
- Provided additional assistance to clients, ranging from customer support to financial assistance

○ APRIL 2015 -  
JULY 2017

### INTERAC, TOKYO, JAPAN

#### ASSISTANT LANGUAGE TEACHER

- Taught English as a second language to first through ninth grade students
- Collaborated alongside faculty to provide a fun and immersive learning environment
- Tutored extracurricular English lessons for students preparing for yearly conversational contests
- Took on positions at 2 junior high schools and 3 elementary schools over 2 and a half years
- Attended bi-monthly Board of Education meetings to share teaching insights and techniques with peers

## EDUCATION

○ 2010 - 2014

### ROWAN UNIVERSITY

BACHELOR OF SCIENCE: MARKETING

## SKILLS AND EXPERTISE

Excel  
Data Analytics  
Google Ads  
Google Analytics  
Database Management  
Data Reporting

Big Data  
Pivot Tables  
Power Pivots  
Tableau  
MySQL  
Python

Leader  
Flexible  
Self-Motivated  
Ambitious  
Detail-Oriented  
Metric-Driven