

**WILLIAM SMITH**

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## **DATA ANALYSIS | DIGITAL MARKETING | WEB DEVELOPMENT/PROGRAMMING**

Data-driven Business Analyst with extensive experience developing and managing digital marketing campaigns across multiple platforms. Proven ability to analyze consumer trends and market data to optimize strategies, resulting in significant revenue growth and improved ROI. Skilled in leveraging tools such as Google Analytics, SEMRush, and CRM systems to provide actionable insights that enhance performance and customer satisfaction. Demonstrated success in leading cross-functional teams to align marketing efforts with business objectives, driving sustained profitability. Recognized for consistently achieving top sales and performance metrics within competitive environments.

- Budget Management
- Market Research
- A/B Testing
- Data Manipulation
- Reporting | Analysis
- Dashboard Creation
- Performance Tracking
- Cross-Functional Collaboration
- Technical Support

## **EDUCATION | CERTIFICATIONS**

**Bachelor of Science (B.S.)** Marketing | Rowan University

2014

**A+ Certification** | CompTIA

2024

## **KEY PROJECTS**

- **Instagram Clone:** <https://github.com/Smithw8857/Instagram-Clone>  
A MySQL database created to simulate Instagram's user base, containing over 500 generated users and their activity data. This project enabled the analysis of user behavior patterns, providing insights into engagement metrics and potential system performance under various scenarios.
- **Email Web Application:** [https://github.com/Smithw8857/Web\\_Application](https://github.com/Smithw8857/Web_Application)  
A web application developed using MySQL, JavaScript, and CSS, designed to store emails of users applying through the platform into a MySQL database. This project streamlined the process of collecting and managing user information, ensuring secure and efficient data storage.
- **Data Visualizations:** <https://public.tableau.com/app/profile/smithw8857/vizzes>  
A compilation of data visualizations created using Tableau, showcasing the ability to transform complex datasets into clear, actionable insights. These visualizations effectively communicated key metrics and trends, supporting data-driven decision-making for various projects.

## **PROFESSIONAL EXPERIENCE**

**Omnitail** | Remote

2022 – 2023

### **SEM Analyst**

Developed and managed digital marketing campaigns across multiple platforms, driving significant growth in client profitability through data-driven strategies. Collaborated with cross-functional teams to align marketing efforts with business goals, leveraging analytics to optimize performance and maximize ROI.

- Created, launched, and managed digital marketing campaigns across Google Ads, Microsoft Ads, and Amazon Ads, achieving a 20% increase in client account profitability year-over-year through strategic optimization
- Conducted in-depth data analysis using Google Analytics and SEMRush, identifying trends and opportunities that led to a 15% improvement in campaign ROI
- Collaborated cross-functionally with sales, product, and marketing teams to align demand generation strategies with business objectives, resulting in a 10% growth in annual client profit
- Managed budget allocation and monitored performance metrics, ensuring maximum ROI and efficient resource utilization

**Sonic Electronix** | Louisville, KY

2020 – 2022

### **Marketing Data Analyst**

Managed and optimized Google Ads accounts and SEO strategies, driving significant revenue growth and enhancing online visibility. Leveraged data analysis to identify opportunities for improvement, leading to increased web traffic and sustained market competitiveness.

**Marketing Data Analyst, *continued***

- Managed and optimized Google Ads accounts and product feeds, driving campaigns to achieve peak performance and ROI across multiple paid search networks
- Led SEO initiatives and Google Ads strategies that generated \$12.5M in revenue for 2021, reflecting an 11% increase in yearly revenue
- Analyzed consumer trends and market data, identifying key optimization opportunities that resulted in a 20% increase in web-driven revenue and a 20% boost in organic traffic through SEMRush
- Delivered 5.9M clicks, solidifying Sonic Electronix's competitive market position and driving sustained engagement
- Restructured and refined Google Ads accounts, enhancing data collection accuracy and enabling more effective analysis

**Enterprise Holdings | Louisville, KY**

2019 – 2020

**Branch Manager**

Analyzed branch performance data and market trends, leading a team of 5 employees and managing back-end operations to drive a 15% growth in branch operations within the territory.

- Optimized client management by utilizing the in-house CRM system, streamlining appointment scheduling, and enhancing the customer experience resulting in city-leading customer service scores across 3 different locations, setting a benchmark for client satisfaction
- Implemented strategies to boost branch growth, increase revenue, and elevate customer service while reducing direct costs
- Consistently achieved top sales numbers within a competitive environment, maintaining a proven track record of success
- Recognized as City MVP for exceptional performance on five occasions, reflecting consistent excellence in operations and leadership.

**Pinehurst Toyota | Southern Pines, NC**

2018

**Business Development Specialist**

Streamlined sales processes and enhanced efficiency by managing CRM systems, while leveraging customer data to provide valuable insights that significantly contributed to the team's sales performance. Conducted market research and developed marketing campaigns to drive business growth, optimize lead generation, and improve customer acquisition and retention.

- Identified sales opportunities and optimized lead generation strategies through in-depth customer data analysis, driving a 20% increase in qualified leads
- Assisted in the development and execution of targeted marketing campaigns, successfully driving customer acquisition and retention rates by 15%.
- Researched company products thoroughly to accurately assess client needs and recommend tailored solutions, enhancing customer satisfaction

**Interac | Ibaraki, Japan**

2015 – 2017

**Assistant Language Teacher**

Instructed English as a second language to students ranging from first to ninth grade, fostering language development and cultural understanding. Served as a cultural ambassador between the United States and Japan, promoting cross-cultural exchange and mutual respect.

- Collaborated with faculty to create engaging and immersive learning environments that enhanced students' language acquisition and cultural awareness
- Provided tailored tutoring for students preparing for yearly English conversational contests, contributing to their success and confidence in language proficiency
- Managed teaching responsibilities across 2 junior high schools and 3 elementary schools over 2.5 years, adapting to diverse educational settings and student needs
- Participated in bi-monthly Board of Education meetings, sharing innovative teaching strategies and insights to enhance the overall educational experience for students and peers

**TECHNICAL COMPETENCIES**

**Digital Marketing & Advertising:** Google Ads | Microsoft Ads | Amazon Ads | SEMRush

**Data Analytics & Reporting:** SQL | Google Analytics | Pivot Tables | Power Pivots | Vlookup | Tableau

**Additional Competencies:** JIRA | CRM Systems | CSS | JavaScript