

MARKETING ANALYST MARKETING ANALYST MARKETING ANALYST - WINDSTREAM COMMUNICATIONS Little Rock, AR Work Experience MARKETING ANALYST WINDSTREAM COMMUNICATIONS July 2018 to Present Created and implemented Direct Marketing, Telemarketing, Email, and Digital Campaigns for all Business and Consumer prospects based on various segmentation criteria. Executed weekly data pulls, file transfers, data processing, data quality management, and research assignments DATABASE ADMINISTRATOR WINDSTREAM COMMUNICATIONS June 2016 to July 2018 Maintained database of telecom products for dotcom site. Managed the eCommerce UX Cart flow. Provided user requirements for redesigns of website and database. Tested content changes to website in Jira ticketing system. WEB DEVELOPER, BRACKETT LIBRARY HARDING UNIVERSITY August 2015 to May 2016 Created and populated database of University commemorative plaques. Developed searchable web page connected to database (library.harding.edu/remember). Education B.B.A. in MANAGEMENT INFORMATION SYSTEMS HARDING UNIVERSITY May 2016 Skills Oracle, Sql, Css, Cms, Html, Javascript, Copywriting, Wordpress, Microsoft office, Problem solving, Marketing, Google Analytics Additional Information SKILLS Analytics: Adobe, Google Web: HTML, CSS, Javascript, WordPress and Kentico CMS IBM Unica, SQL, Oracle Microsoft Office Suite Copywriting Problem Solving

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