Zander Marenberg

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SUMMARY

Certified Data Analyst skilled in SQL, Excel, Tableau, and R. Combines experience in web development, marketing analytics, and operations to deliver insights that optimize performance and support business growth.

EXPERIENCE

Freelance Web Developer / Product Builder
Independent Contractor   **February 2025 - Present，Chatham, NJ**

- Scoped and delivered MVP prototypes for two startups, accelerating demo readiness by 20% and supporting investor fundraising initiatives.
- Implemented automated workflows (Stripe, Mailchimp), streamlining payment, CRM, and reporting processes.
- Designed and delivered 5+ KPI dashboards and planning tools, accelerating decision cycles and contributing to a 15% revenue lift over 12 months.
- Presented quarterly website analytics findings using Tableau, Power BI, and SQL to cross-functional teams to improve stakeholder communication and support data-driven decision-making across 30+ projects within 12 months.

Web Developer
Infinity Marketing   **December 2023 - February 2025，Greenville, SC**

- Built and optimized 20+ reporting-ready client sites for SEO and performance, supporting revenue growth strategies.
- Partnered with analysts and Finance/Marketing stakeholders to run data audits and A/B tests, increasing conversion rates 15%.
- Engineered and maintained customer analytics pipelines using SQL, Google Analytics, and Tableau across 30+ projects monthly, equipping cross-department teams to track behavioral trends and delivering a 20% increase in actionable data for growth campaigns over 12 months.
- Implemented Data Visualization Tools (Tableau, Power BI) to create 10+ interactive dashboards monthly, accelerating reporting accuracy by 25% and facilitating real-time performance monitoring for teams over a 12-month period.

Warehouse Supply Chain Manager
The Commencement Group   **December 2022 - November 2023，Newark, NJ**

- Reduced logistics costs 15% by redesigning multi-hub shipping operations, aligning with budgeting and resource controls.
- Produced fleet usage and cost allocation reports (50+ vehicles), giving executives visibility into utilization and spend for strategic budgeting.
- Streamlined inventory allocation and reconciliation for live events, ensuring accurate fulfillment and operational compliance during high-volume programs.

Market Planning Associate
GroupM / Wavemaker Global Advertising   **April 2022 - December 2022，New York, NY**

- Managed and analyzed $10M+ digital media spend, applying KPIs (CTR, CPM, LTV) to optimize performance and inform financial planning.
- Produced 5+ weekly dashboards and executive reports with actionable insights, adopted by senior leadership to refine investment strategy.
- Partnered with cross-functional product, creative, and analytics teams to align performance metrics with client growth objectives.

EDUCATION

Bachelor of Science in Finance
Minor in Entrepreneurship • Rutgers University • New Brunswick, NJ • 2021 • GPA: 3.5

- Rutgers Club Lacrosse Team Captain

CERTIFICATIONS

Google Data Analytics
Google (via Coursera) • 2025

- Developed skills in data cleaning, visualization, and analysis using Google Sheets, SQL, Tableau, and R, including a capstone project that analyzed NHL Metro Division salary cap spending (2021–2025) and its correlation with team performance.

Full-Stack Web Developer
Rutgers Full-Stack Coding Bootcamp • 2023

- Built and deployed full-stack web applications using JavaScript, Node.js, Express, Python, SQL and MongoDB.
- Developed responsive front-end interfaces with React, HTML/CSS, and Bootstrap; emphasized performance and usability.

SKILLS

Analytics & Reporting: SQL, Tableau, Power BI, Excel, Google Sheets, KPI Design, Forecasting, A/B Testing
Data & Modeling: Data Cleaning, ETL, Dashboarding, R, Python
Web: React, HTML, CSS, JavaScript, Tailwind, Vite