Alexandra Fisher

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Creative, organized, and data-driven marketing professional actively seeking new career opportunities in Austin, TX with inspiring companies.

WORK EXPERIENCE

Marketing / Customer Insights Analyst

ChemicalInfo, Dallas, TX – June 2016 to Present

Analyze strengths and weaknesses of all products to build meaningful marketing content. Assist sales team and support Vice President of Marketing in all out-bound marketing initiatives. Master marketing tools while working with V.P. of Marketing on product website improvements via WordPress, product overviews, videos, client testimonials, and case studies. Create ongoing customer needs analysis and competitor analysis using feedback from survey data, market research, and internal research. Leverage Salesforce to analyze and project sales patterns. Publish quarterly newsletters and manage email marketing campaigns. Create, share, and manage social media content and industry news across all social media channels using Sprout Social. Query SQL database to successfully compile and track metrics of product data for various projects, as well as measure and analyze client retention trends.

Product Marketing Specialist

ChemicalInfo, Dallas, TX – December 2015 to June 2016

Worked with sales and marketing teams and focused specifically on development of a SaaS based product developed as a sales and marketing lead generation tool for global users in the chemical and pharmaceutical industries. Supported the Director of Marketing in trade show preparation, Salesforce email marketing campaigns, and ad hoc market research projects. Analyzed customer satisfaction survey feedback and user experience data to generate customer needs analysis.

Operations Administrator / Logistics Coordinator

Paragon Ambulatory Health Resources, Dallas, TX – June 2012 to June 2015

Functioned as Office Manager, Payroll Administrator, and Logistics Coordinator to staff of 10 office employees and 8-12 independent contractors. Maintained high-level service quality and client satisfaction by planning, organizing, and executing activities to maximize organization profits, employee performance, and operations efficiency.

EDUCATION

Master of Science (M.S.) in Data Science (MSDS Program)
Southern Methodist University, Dallas, TX – 2015 to 2017

Bachelor of Science (B.S.) in Cell & Molecular Biology, English
Tulane University, New Orleans, LA – 2008 to 2012

SKILLS

Data Management (SQL, MySQL) (2 years)

Data Analytics (Google Analytics, Tableau) (2 years)

Marketing (Campaigns, Social Media, Newsletter Communications, Advertising Content Creation) (2 years)

Research (Market Trends, Surveys, Ad Hoc Product Research) (2 years)

Mac OS X, Adobe InDesign, Microsoft Word, Excel, PowerPoint (5 years)

Salesforce, Pardot, Sprout Social (2 years)

PERSONAL KEYWORDS

Data analysis, marketing analytics, marketing materials / content, communications, client relations, social media marketing, web analytics, data science, SEO, client surveys, project management, customer satisfaction, customer insights, business decision recommendations

PROJECTS

Golf Course Analysis - *Analytics*

Leveraged SAS, MySQL, and Tableau to create statistical and visual model of best golf course placement based on various data sources.

LinkedIn Skills Network - *Visual*

Used both Java and Processing languages to create a visualization of how one's skills matched with similar professionals.