Michael Johnson

Career Switcher

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Profile

Results-oriented marketing professional transitioning to a data analytics role. Proven ability to analyze market trends and develop strategic marketing campaigns that increase brand awareness and sales. Skilled in data visualization, statistical analysis, and Python.

Skills

Data Analysis
- Developed a marketing analytics dashboard using Power BI and Python
- Conducted statistical analysis using Pandas, Excel, and SQL

Project Management
- Managed a cross-functional team of 8 to deliver marketing projects on time
- Coordinated with stakeholders to define project requirements and deliverables

Marketing Strategy
- Developed and implemented data-driven marketing campaigns that increased brand awareness
- Improved conversion rates by 15% through targeted content marketing

Projects

Marketing Campaign Analytics Dashboard
- Developed a dashboard to visualize campaign ROI using Power BI and Python (Pandas, Matplotlib)
- Provided insights that led to a 15% increase in conversion rates

Customer Churn Analysis
- Built a machine learning model using Python to predict customer churn factors
- Improved retention strategies by identifying high-risk customer segments

Professional Certificates

- Google Data Analytics Certificate (2023)
- Data Science Bootcamp - XYZ Academy (2022)

Professional Experience

Marketing Manager, *ABC Digital*   01/2019 – 12/2022
- Analyzed market trends and customer data to develop strategic marketing campaigns
- Improved customer engagement rates by 25% through data-driven content marketing strategies

Data Analyst Intern, *XYZ Analytics*   07/2022 – 12/2022
- Assisted in developing data models and visualizations for market segmentation
- Implemented Python-based analysis to identify customer churn factors

Data Visualization Consultant, *Nonprofit XYZ*   01/2022 – present
- Developed visual dashboards to monitor and optimize fundraising campaigns

Awards

Data Science Hackathon, *XYZ Academy*   2022

Data Analytics Club, *ABC Community Group*