

Catherine Yarovoi

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EDUCATION

- The Wharton School, University of Pennsylvania**, Philadelphia, PA May 2018
Bachelor of Science in Economics, concentration in Marketing, minor in Psychology
Cumulative GPA: 3.32/4.00
Related Courses: Data Analysis for Marketing Decision Making, Advertising Management, Law and Social Change, Consumer Behavior, Statistics in Business 101 and 102, Business in a Global and Political Environment, Global Health Writing Seminar, Business Economics and Public Policy, Operations in Management, Behavioral Economics and Psychology, Cognitive Neuroscience
- Julia Reynolds Masterman High School**, Philadelphia, PA June 2014

MARKETING STRATEGY & DATA ANALYSIS EXPERIENCE

- The Advertising Council**, *Campaign Analyst* March 2019 – Present
- Analyze Google Analytics and Digital Marketing data and reports (including Facebook, DCM, Twitter, reddit, Snapchat, LinkedIn, TradeDesk)
 - Manage and execute analytics set up for new sites, via GTM and Google Analytics, including tagging matrix, tag QA, and UTM creation
 - Work cross-departmentally to ensure proper digital tracking for all digital ad campaigns
- Criterion Global**, *Associate Strategist* June 2018 - March 2019
- Created and managed campaigns within Google Ads, Double Click Bid Manager, Campaign Manager, Facebook, Ground Truth Self-Serve Platform
 - Conducted full marketing campaign assessments from pre-planning recommendations to ongoing and post-buy reports
 - Set up marketing campaign reporting integration within Data Analytics Software: Improvado
 - Wrote blog articles for Criterion Global site
- The Advertising Council**, *Strategy and Evaluation Intern* June – August 2017
- Assessed continuous tracking survey results to compile quarterly and holistic reports
 - Contributed to reports utilizing Sales Force, Facebook, and Twitter insights
 - Conducted literature reviews and created a campaign strategic approach and evaluation methodology for a campaign proposal
- Paramount Pictures**, *Market Research Intern* June – August 2016
- Analyzed quantitative and qualitative data from focus group studies and film databases
 - Created and assisted with pitch and strategy decks for upcoming films
 - Conducted preliminary research on macro trends within the film industry
- Wharton, University of Pennsylvania**, *Research Assistant, Behavioral Economics* May – August 2015
- Researched and analyzed published articles on Payday loans and hyperbolic discounting models
 - Learned how to visually present data in published researched
 - Edited work-in-progress white papers
- CDW, Campus Intern, Field Account Representative** May 2015 – 2016
- Managed existing clients and found new business opportunities on campus
 - Researched and compiled reports on technology initiatives, trends, and potential clients

SKILLS AND INTERESTS

Skills: Account management, campaign reporting and analysis, Google Ads search campaign management, Facebook campaign management, Google Ads display campaign management, market research, vendor POV analysis, audience segmentation (URL-based)

Certifications: DoubleClick: Search, Adwords Display Certification, Adwords Video Certification, Google Shopping Certification, Facebook Certified Buying Professional

Language Skills: Fluent in Russian, advanced in French

Awards: YMA Fashion Scholarship Fund, Retail Case Study Finalist 2016