**Charles Bloomberg**

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**EDUCATION**

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**niversity of Wisconsin-Madison** Madison, WI **Bachelor of Science** August 2014

**Major: Economics with Mathematics Emphasis** Honors: Deans List Scholar

**PROFESSIONAL EXPERIENCE**

**Marketing Analyst**  *June 2015—Present* **Google**  *Palo Alto, CA*

* Led front-end website redesign of teslamotors.com using ExpressionEngine as a CMS
* Organized and implemented Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce’s marketing cloud software
* Recommended marketing research strategies to identify potential markets and optimized landing page variants using A/B testing
* Organized and implemented Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce’s marketing cloud software

**Marketing Specialist**  *December 2014—June 2015* **Google**  *Palo Alto, CA*

* Led front-end website redesign of googlemeters.com using ExpressionEngine as a CMS
* Organized and implemented Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce’s marketing cloud software
* Recommended marketing research strategies to identify potential markets and optimized landing page variants using A/B testing

**AdWords Marketing Intern** *October 2013—January 2014*

**Amazon**  *Seattle, WA*

* Executed bid optimization to achieve optimum return and traffic volume for six national campaigns with a combined budget of 1.6M
* Conducted keyword discovery using online tools, competitive research, and analysis for campaign development

**Web Development and Ecommerce Intern**  *June—September 2013*

**California Public Television (CPT)** *Sacramento, CA*

* Relied on Google Analytics to track behavior then used the datasets to target demographics when introducing fund raising promotions which brought in over $235,000.00 in sales
* Refined HTML/CCS framework of CPT.org using Drupal® 7 as a platform along with management of the CPT online store
* Responsible for Intranet redesign, spearheading the project by assembling detailed research reports from leading industry analysts

**ENTREPRENEURSHIP & LEADERSHIP**

**Owner/Founder** *October**2010—October 2014*

**Vonsnow.com**  *Madison, WI*

* Created and operated snowboarding-orientated Ecommerce business through adhering to an extensive self-written business plan
* Negotiated equity financing. Raising capital investment from $1,750.00 to $13,500.00 allowing for massive inventory growth
* Engineered digital marketing strategy for Facebook, Twitter, Reddit, and email marketing. Web Analytics include: 10,916 unique visitors, 47,465 page views, 4.35 pages/visit, and visitors from over 2,000 unique cities from the 2012 and 2013 seasons

**Class President | Scholar** *September 2010—May 2014*

**Towers-Napp Scholarship** *University of Wisconsin-Madison*

* Selected into Towers-Napp Scholar program – awarded to academically outstanding and underrepresented students of all majors

**ORGANIZATIONS**

**Selected Participant** *December 2012, 2013* **3-Day Start-Up Competition**   *University of Wisconsin-Madison*

* Worked on a team to create a business plan and analytical mock-ups. Team mentorship of computer science PhDs and MBA students

**Active Member** *September 2012—May 2014*

**Economics Student Association** *University of Wisconsin-Madison*

* Participated in forums and discussions presented by key economic thinkers and companies associated with the university

**Technical Competencies & Web Projects**

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| * Adobe Suites: Photoshop, Illustrator, InDesign * Google Suites: Analytics, AdWords, Webmaster * Email Technologies: Salesforce, IMAP, POP * Microsoft Office: Word, Excel, PowerPoint, Access | * Programming Languages: R, SQL, Python * Data Visualization Software: Tableau, STATA, MATLAB * Web Dev: HTML, CSS, WordPress, Expression Engine * Projects: Wezi.io, tangraalguitars.com, linkedinforum.com |

**Languages** – English: native. French: intermediate