OLIVER BROOKS

CREATIVE DATA ANALYST

CONTACT

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(123) 456-7890 📞
Chicago, IL 📍
LinkedIn 🔗

EDUCATION

Bachelor of Science
Data Science
Northwestern University
2012 - 2016
Evanston, IL

SKILLS

Data visualization
Marketing attribution
A/B testing analysis
Web analytics
Conversion tracking
Data manipulation
Statistical analysis
Machine learning

WORK EXPERIENCE

Creative Data Analyst

Leo Burnett

2020 - current / Chicago, IL

- Conducted exploratory data analysis to uncover meaningful patterns that led to a 26% increase in customer engagement.
- Predicted customer behavior to personalize marketing strategies, contributing to a 17% increase in retention.
- Integrated diverse data sources, allowing for a holistic view of marketing performance and driving innovative initiatives.
- Championed the use of creative data storytelling techniques, which **improved stakeholder engagement by 63%.**

Marketing Analyst

Allstate

2017 - 2020 / Northbrook, IL

- Designed A/B tests to optimize marketing campaigns, **raising click-through rates by 27%.**
- Implemented conversion tracking mechanisms to monitor key performance indicators and identify underperforming areas.
- Employed data manipulation techniques in SQL to transform raw marketing data, which improved quality by 52%.
- Deployed machine learning models to predict customer behavior that led to a 19% increase in engagement.

Data Analyst Intern

AbbVie

2016 - 2017 / North Chicago, IL

- Developed interactive data visualizations that **improved stakeholder understanding by 41%.**
- Assisted in A/B testing analysis to provide actionable insights, which led to a 39% increase in website conversion rates.
- Utilized web analytics tools to track website performance, optimizing the interface to reduce bounce rates by 33%.
- Collaborated with cross-functional teams to analyze customer data and increase upselling opportunities by 29%.