

# ANALYZING TRENDS TO DELIVER GROWTH

*Salesforce Marketing Analyst*

Isabella Yesin

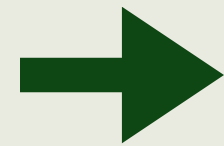
github link: [https://github.com/isabellayessin/Salesforce\\_marketing\\_analyst](https://github.com/isabellayessin/Salesforce_marketing_analyst)

# HELPING MARKETING TEAMS THRIVE

Equipping B2B marketers with SQL-  
powered insights to unify fragmented  
performance data and deliver personalized  
dashboards

# TURNING PROBLEMS INTO SOLUTIONS

- Fragmented campaign performance
- Missing real-time insights
- Lack of diagnostics
- Inconsistent reporting
- Missed optimization chances



- Scrape TechCrunch for trends
- Pull data from Keynew API
- Clean, model, and query in SQL
- Visualize in Looker Studio
- Recommend campaign shifts





# WHAT SUCCESS LOOKS LIKE

- Strong SQL and data visualization skills
- Advanced analytics fluency
- Marketing KPIs expertise
- Custom frameworks delivery
- Clear data storytelling



# WHAT ARE THE JOB REQUIREMENTS

## About the job

**Title:** Salesforce Marketing Analyst | Remote | Long-Term Contract

**Job Type:** Contract (Long Term)

**Location:** Remote (United States)

**Work Hours:** 8 AM - 5 PM CST

**Experience Level:** Mid-Level (Level II)

Note:- Client is looking for more experience in managing leads, lead pipeline health, grading, and scoring.

### Job Description:

We are seeking a **Salesforce Marketing Analyst** to join our dynamic marketing team. The ideal candidate will have expertise in **Salesforce Marketing Cloud Account Engagement (MCAE/Pardot)**, **B2B digital marketing**, **email campaign automation**, and **lead generation strategies**.

You will be responsible for **managing marketing campaigns**, **optimizing lead nurturing programs**, and **aligning CRM strategies to drive engagement and conversion rates**. If you are passionate about data-driven marketing and automation, we'd love to hear from you!

### Basic Qualifications:

- ✓ **Salesforce Marketing Cloud Account Engagement (MCAE/Pardot) Specialist Certification** (Required)
- ✓ **3+ years of hands-on experience** with **MCAE/Pardot** in B2B marketing campaigns.
- ✓ Expertise in **lead nurturing**, **scoring**, **CRM integration**, and **automation workflows**.
- ✓ Strong **analytical skills** with experience in **campaign tracking**, **reporting**, and **performance analysis**.
- ✓ Proficiency in **Salesforce CRM**, **Excel (Macros)**, and **marketing content execution**.
- ✓ Strong communication skills to collaborate with **technical and non-technical stakeholders**.

### Key Responsibilities:

#### ✓ Campaign Management:

- Develop and execute **B2B marketing campaigns** in **Salesforce MCAE/Pardot**, including list emails and automated customer journeys.
- Optimize lead segmentation and scoring for improved engagement.
- Conduct **A/B testing** and implement performance-driven marketing strategies.

#### ✓ Lead Nurturing & CRM Integration:

- Create and maintain **lead nurturing programs** to increase **lead quality and conversions**.
- Ensure smooth **lead handoff processes** to sales, with complete and accurate data in CRM.
- Monitor email deliverability and maintain **domain reputation** using **Everest** and **Google Postmaster**.

#### ✓ Performance Analysis & Reporting:

- Track and analyze **email marketing metrics**, campaign performance, and customer lifecycle trends.
- Provide actionable insights and recommendations for **continuous optimization**.
- Support **data governance** and maintain CRM data structure.

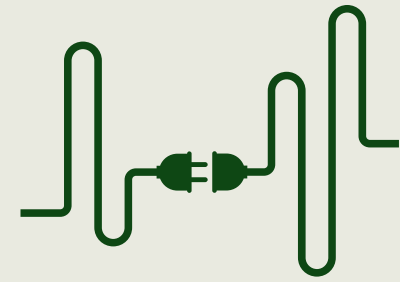
#### ✓ Process Optimization & Documentation:

- Develop **business requirement documentation** for marketing projects.
- Train internal teams on **lead nurture strategies and automation workflows**.
- Stay updated with **Salesforce MCAE/Pardot best practices** and emerging marketing trends.

### Preferred Qualifications:

- + Experience in **Salesforce Sales & CRM Analytics**
- + Familiarity with **Everest**, **Google Postmaster**, **Analytics 360**
- + Knowledge of **API development**, **data migrations**, and **cloud services**
- + Experience in **Real Estate or Retention Marketing** is a plus

# API FLOW



## ***Source***

SEO Keyword Research (Keynew)

## ***Data***

Keyword, CPC, Competition, Volume, Score

## ***KPI's Measured:***

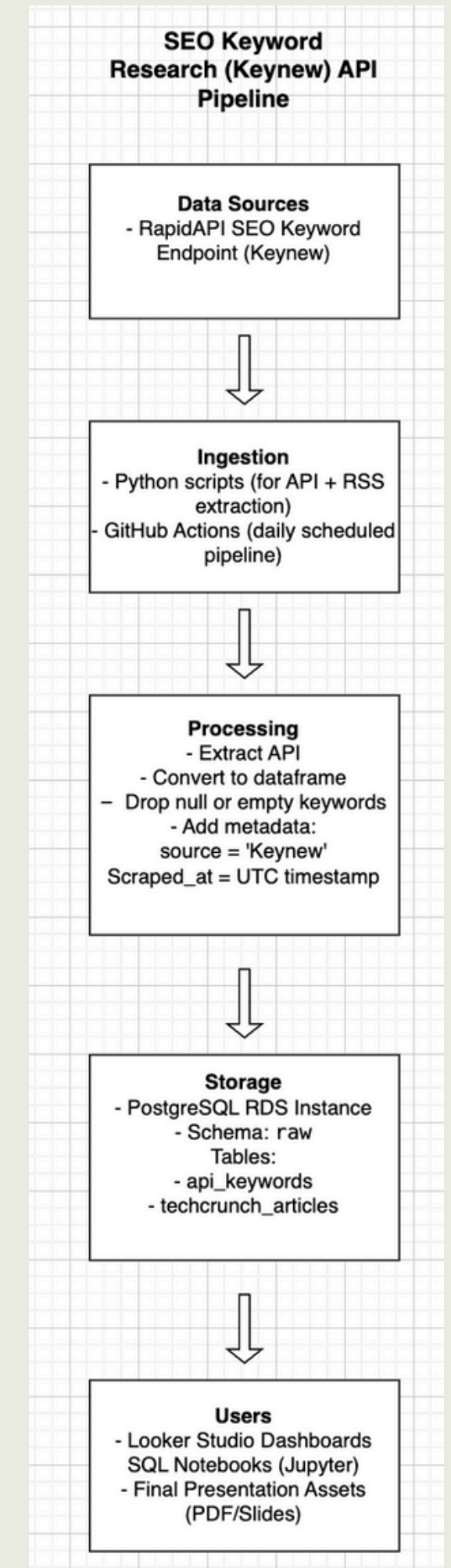
Search demand trends & ad competitiveness

## ***Pipeline***

API → JSON → Pandas DataFrame w/Python → PostgreSQL → Looker Studio Dashboards

## ***Tools Used***

Python, Pandas, SQLAlchemy, Github Actions, Looker Studio

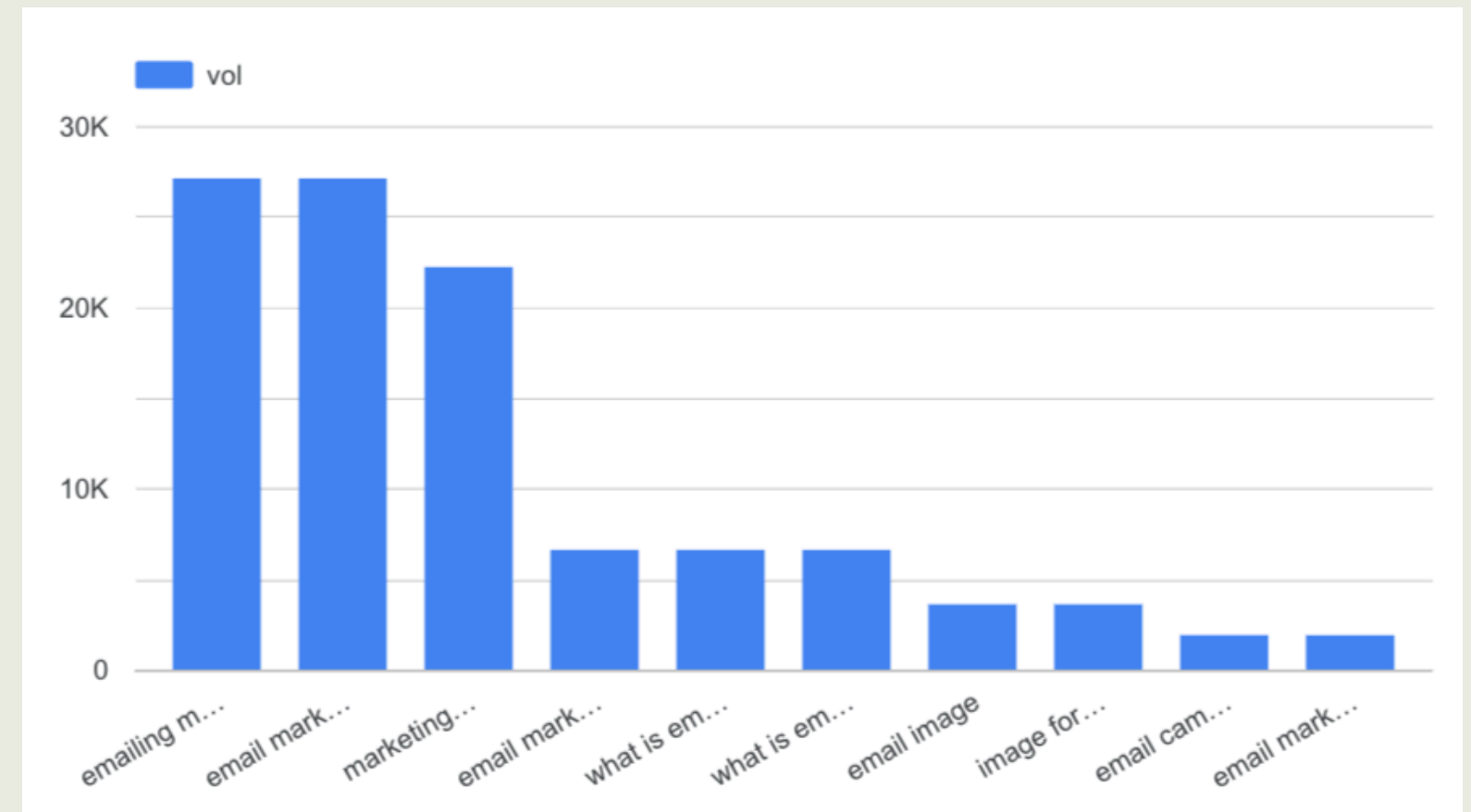


# TOP 10 HIGH-VOLUME, LOW-COMPETITION KEYWORDS

*Descriptive*



- **Insight:** High-search, low-competition keywords
- **Recommendation:** Prioritize for SEO and ads
- **Prediction:** Monitor CPC as terms grow

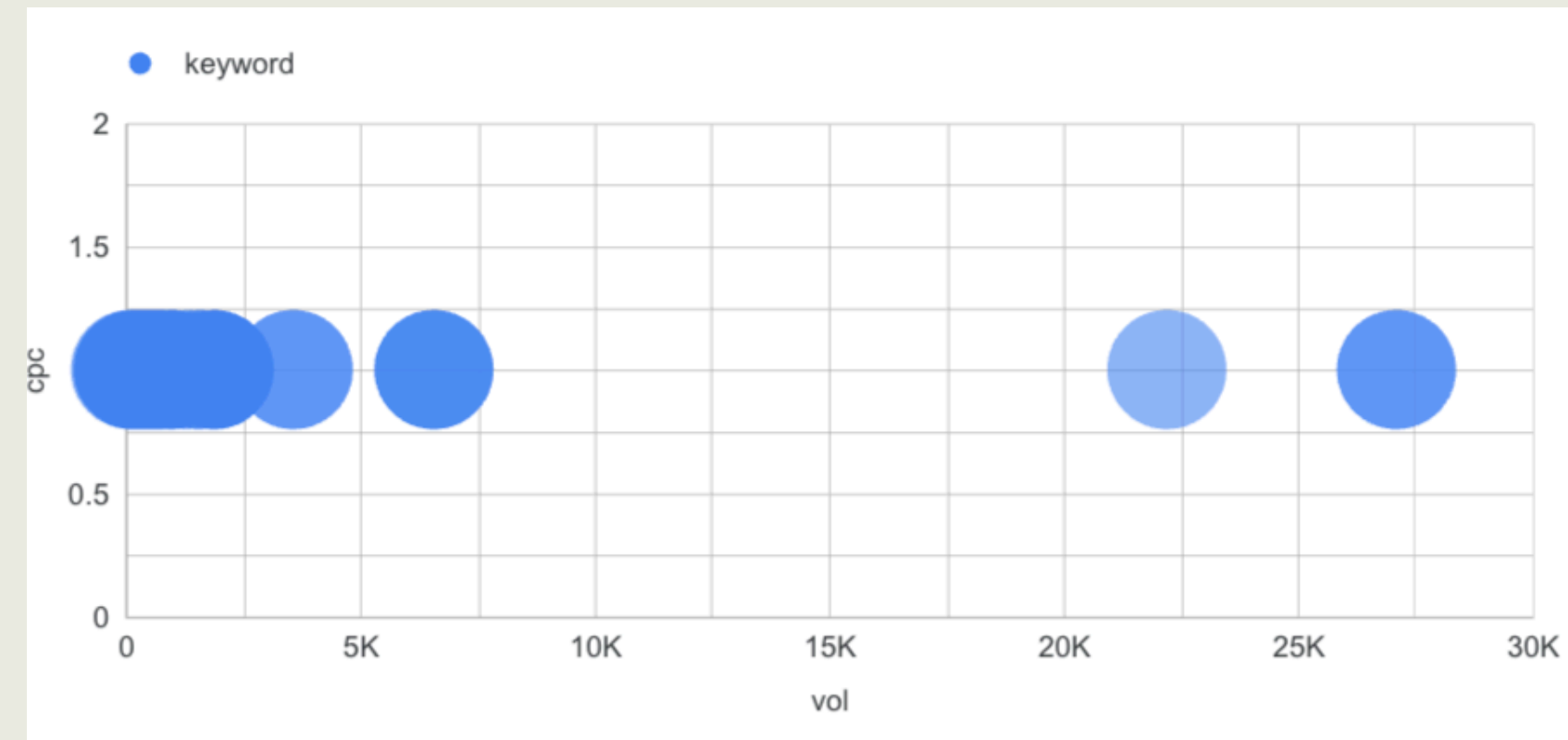


# EARLY SIGNS OF RISING COMPETITION

*Diagnostic*

- **Insight:** Volume varies, CPC stays flat
- **Recommendation:** Track trends, claim ad space
- **Prediction:** CPCs will rise with demand

*Top Keywords by Search Volume*





# SCRAPING INSIGHTS FROM TECHCRUNCH



Source

techcrunch.com

Data

Title, author, tags, publish date

KPI's Measured

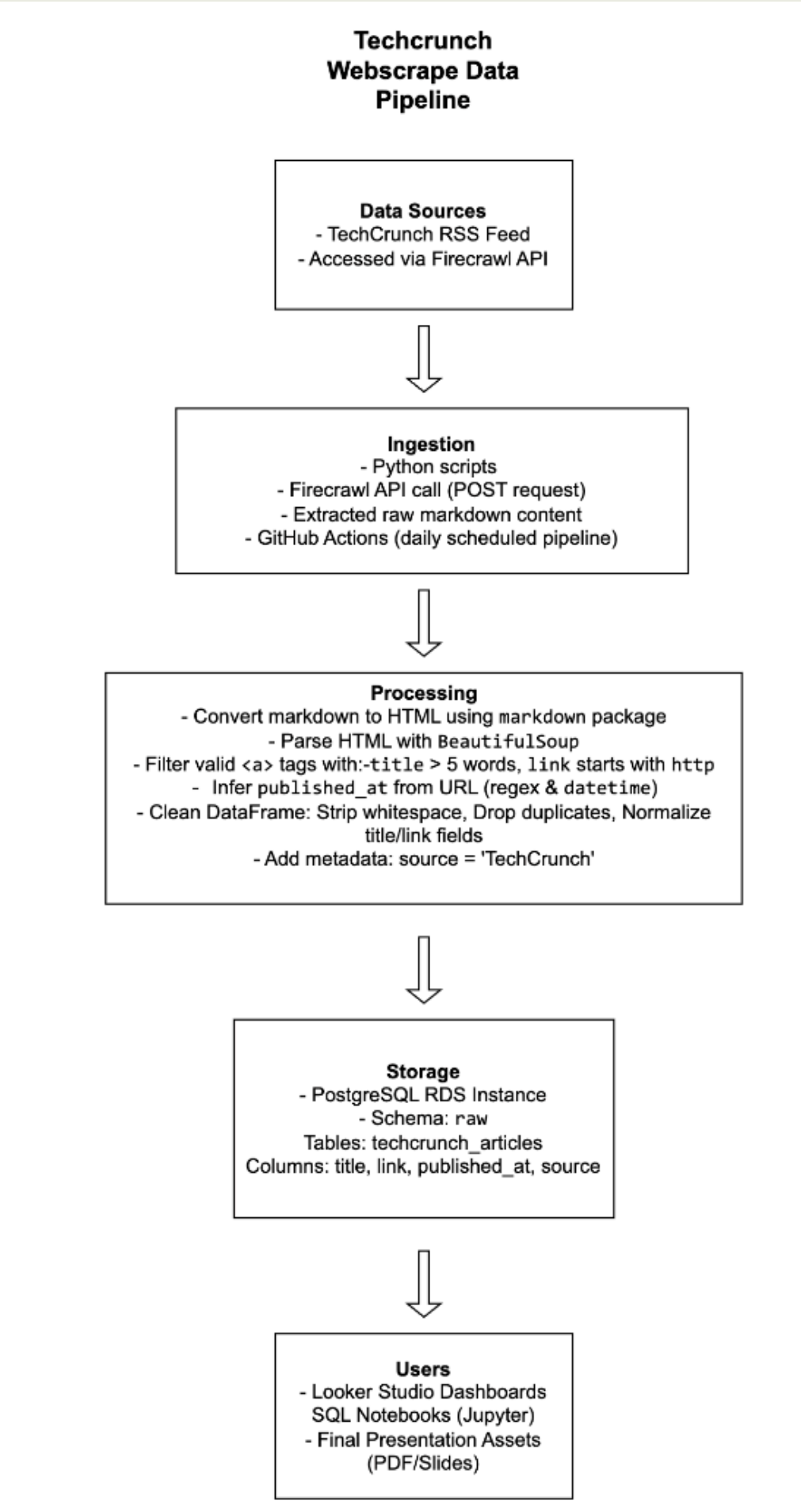
B2B product trends

Pipeline

Markdown → HTML →  
BeautifulSoup → Pandas →  
PostgreSQL → Looker Studio

Tools Used

Firecrawl API, Markdown, BeautifulSoup,  
Pandas, SQLAlchemy



# TOP OCCURRING ARTICLE TITLES

*Descriptive*

- **Insight:** Repeated titles indicate frequent updates
- **Recommendation:** Track titles for narrative shifts
- **Prediction:** Expect resurfacing during tech events

## *Most Recent Articles by Title*

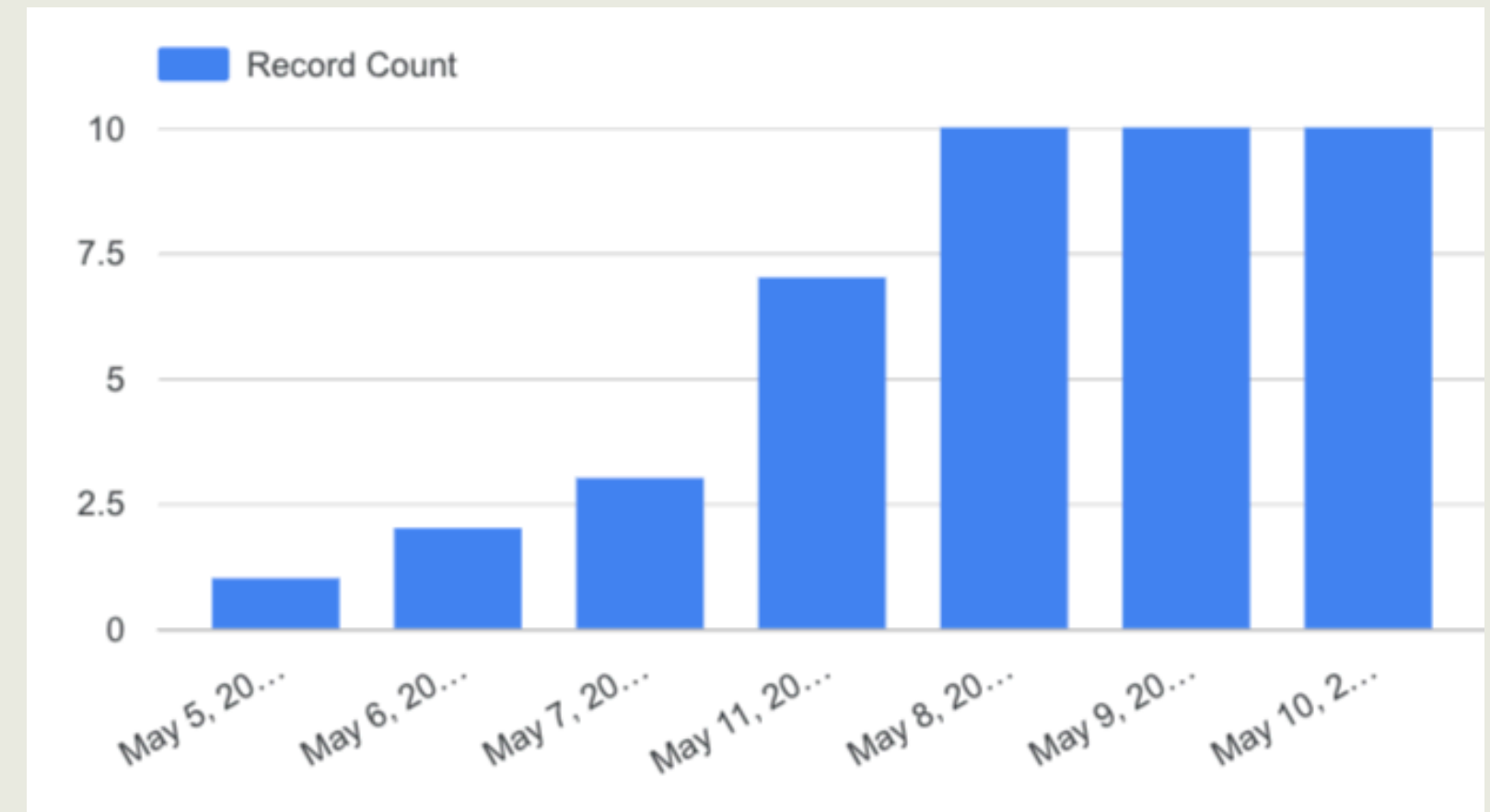
	title	published_at (Date)	Record Count ▾
1.	TechCrunch All Stage 2025 welcomes Boldstart partner Ellen Chisa to talk early-stage enterp...	May 10, 2025	1
2.	Florida bill requiring encryption backdoors for social media accounts has failed	May 9, 2025	1
3.	A timeline of the US semiconductor market in 2025	May 10, 2025	1
4.	Elizabeth Holmes' partner reportedly fundraising for new blood-testing startup	May 10, 2025	1
5.	Week in Review: Instacart CEO heads to OpenAI	May 10, 2025	1
6.	CoreWeave reportedly looks to raise \$1.5B in debt as IPO disappoints	May 9, 2025	1
7.	Why Hims & Hers turned to the autonomous vehicle industry to find an AI-savvy CTO	May 8, 2025	1
8.	Instacart CEO Fidji Simo is joining OpenAI	May 7, 2025	1
9.	23andMe customers notified of bankruptcy and potential claims — deadline to file is July 14	May 11, 2025	1
10.	Trump fires Copyright Office director after report raises questions about AI training	May 11, 2025	1
11.	One of Elon Musk's longtime VCs is suing his former employer after allegedly being fired	May 8, 2025	1

# DO REPEATED HEADLINES FOLLOW THE NEWS CYCLE?

*Diagnostic*

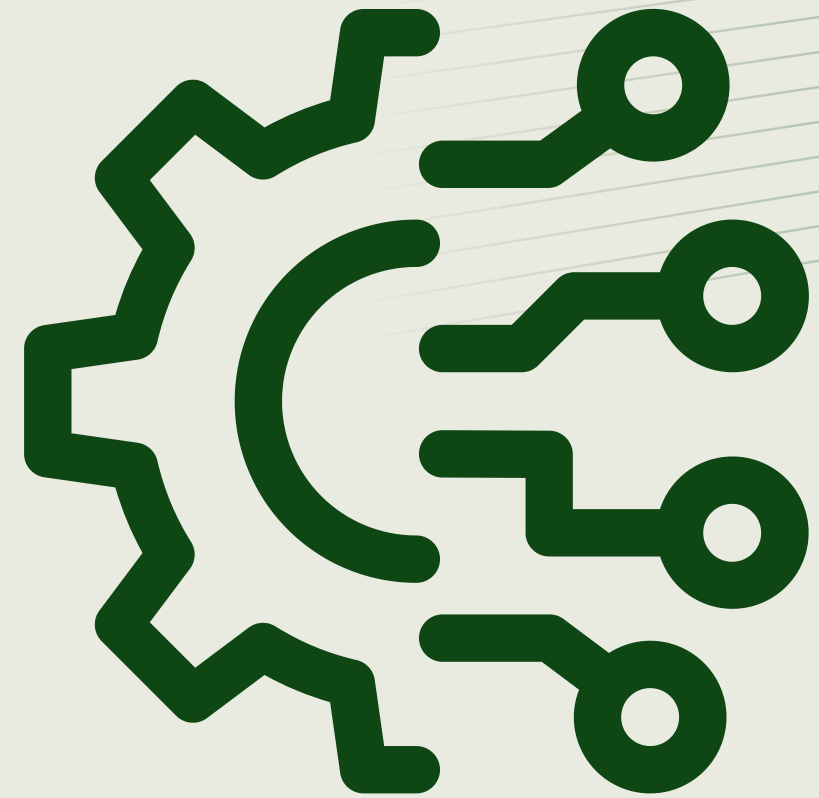
- **Insight:** Titles cluster on publish dates
- **Recommendation:** Track patterns, prep related content
- **Prediction:** Topics return during big events

*Articles Published Over Time*



# KEY TAKEAWAYS

- High-volume keywords, low competition
- Interest in templates and tools
- Article titles repeat over time
- Publishing spikes during tech events
- Low-cost keywords drive opportunity





# FROM MARKETING TRENDS TO CLEAR INSIGHTS

- Completed data processing, visualizations, insights
- Keyword search helps campaign personalization
- Delivered keyword strategies with potential
- Used SQL to uncover repeat patterns
- Ready to turn data into results!

