

Jane Weggenmann

CONTACT

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SKILLS

2+ Years Data Visualization (Tableau) | 2+ Years in Digital Advertising Management | Advanced in Excel (Pivot Tables, VLOOKUPS) | Experience with Programming Languages (HTML, CSS, JavaScript, React) | A/B Test Implementation | 6+ Years Client Services | Strategic Data Analysis

EDUCATION

CareerFoundry

Full-Stack Web Development Course

ESTIMATED COMPLETION OCTOBER 2021

California Polytechnic State University - San Luis Obispo, CA

Bachelor of Science in Business Administration

GRADUATED DECEMBER 2017

EXPERIENCE

Data Analyst at Booyah Advertising

JUNE 2021 - PRESENT

- Building and maintaining complex data visualization dashboards in Tableau that highlight campaign performance and achievement of client KPIs
- Implementing A/B test setup and analyzing outcomes for statistically significant results
- Providing strategic data analysis of performance metrics via Tableau and Google Analytics across advertising channels to inform future advertising initiatives
- Working across Analytics team and Media team to ensure tracking and test setup are accurately implemented prior to campaign launch

Media Buyer at Booyah Advertising

JUNE 2019 - JUNE 2021

- Planned advertising campaigns for several clients, including a large financial company
- Managed \$1M+/month investment across multiple advertising platforms, including Facebook, Snapchat, TikTok, Pinterest, Google Ads, YouTube, CM360 and DV360
- Performed daily optimizations, shifting budgets between creatives, audiences, and campaigns to increase performance based on client KPIs
- Knowledgeable in multi-touch attribution and comparing campaign performance across differing attribution windows

Marketing Manager at YellowDog Design, Print and Marketing

FEBRUARY 2018 - JUNE 2019

- Managed organic social and email marketing channels, and boosted social posts on Facebook and Instagram
- Created full-year marketing calendar, planned social posts, and designed company swag
- Analyzed performance of engagement on social posts to inform future marketing initiatives