

# Joshua Ludwig

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## OBJECTIVE

Determined to continue my growth in data analytics and digital marketing, I am seeking a role that emphasizes client communication and reporting capabilities. I want to solve complex problems- in exchange, I ask for the opportunity to develop as a business intelligence and analytics professional alongside engaged colleagues.

## EDUCATION/CERTIFICATIONS

### University of Delaware

*Bachelor of Science in Management Information Systems*

May 2017

### HIPPA

- HIPPA Security and HIPPA Privacy for Business, valid through 2021.

### Google/Microsoft

- Bing Ads certification, valid through January 2021
- Google Shopping Ads, valid through January 2021
- Google Analytics Individual Qualification & Google Analytics for Power Users, valid through September 2020

## RELEVANT COURSEWORK

### MISY 430/431: Applied Project Management

- Developed a web app for the Department of Hospitality at the University of Delaware to log student service hours using agile methodology (SQL, PHP, JavaScript, HTML).
- Informed client with project management tools (Wireframes, Gantt Chart, User Stories, ERD Design).

## WORK EXPERIENCE

### Tinuiti

*Shopping & Feed Coordinator Trainee*

January 2020-April 2020

- Technologies used: Google Ads, AdWords Editor, Google Analytics, Bing Ads, Kenshoo, Search Ads 360.
- Pulled SQRs to negate inefficient search term trends and identify high growth search query opportunities.
- Manually adjusted search term bids, and rolled out tROAS (automated bidding) on a number of campaigns to monitor performance against manually optimized campaigns/product groups.
- Cleaned feed data and added additional fields to enable more granular/strategic campaign management.
- Launched and managed promos in Google Merchant Center for campaigns across a client with monthly ad spend upwards of \$100,000.
- Responded to campaigns heavily impacted by market volatility and consulted with client POCs to adjust strategy and spend as needed.
- Met Google agency rep weekly to discuss ecommerce trends and troubleshoot PLA errors/disapprovals.
- Created and completed work through integrated timeline/project management tools like Wrike.

### VeryApt

*Operations Manager*

January 2018-December 2019

- Created listing contracts with residential rental companies (roughly \$150,00 in annual revenues) and performed account management/retention on that clientele.
- Acted as the procuring agent in 100+ residential leases, maintaining a conversion rate above the targeted 10% of users that enter our system (roughly \$100,000 in annual revenues).
- Technologies used: Outlook, PowerPoint, Excel, Data Studio, Slack, GitHub, Trello..
- Directly managed a team of realtors while maintaining a 6% WoW growth rate.

### Hardwick Benfer LLC

*Data Analyst*

August 2017-December 2017

- Generated data visualisations from defendant's enterprise data set (100,000+ records) to use as pre-trial evidence that ultimately led to a pre-trial settlement in a labor discrimination case in favor of our client.

### John I. Weinberg Center for Corporate Governance

*Corporate Governance Intern & Teaching Assistant, Professor Charles Elson*

February 2015-May 2017

- Teaching Assistant for "Advanced Seminar in Corporate Governance" where I consulted students on term papers, designed and led review sessions, and graded examinations/papers.

## ACTIVITIES

### Philabundance

*Volunteer*

January 2019-Current

- Accumulated 50 volunteer hours packing and organizing Hunger Relief Center boxes, with an estimated individual impact value of \$500 since starting.