

# Joshua Ludwig

213 Bainbridge St, Philadelphia, PA  
484-429-1584 [jhludwig94@gmail.com](mailto:jhludwig94@gmail.com) [joshludwig.com](http://joshludwig.com)

## OBJECTIVE

I am using my Salesforce(201) cert. along with prior data management/reporting experience to earn a junior admin role emphasizing requirements gathering, automation, data access, and other vital admin duties.

## EDUCATION/CERTIFICATIONS

### University of Delaware

*Bachelor of Science in Management Information Systems*

*May 2017*

### Salesforce

- Admin (201) Certification

### 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

## WORK EXPERIENCE

### Tinuiti

*Shopping & Feed Coordinator Trainee*

*January 2020-April 2020*

- Technologies used: Excel, Google Ads, Google Analytics, Bing Ads, Kenshoo, Search Ads 360, Feedonomics.
- Pulled SQRs to negate inefficient search term trends and identify high growth search query opportunities.
- Rolled out tROAS (automated bidding) on campaigns to monitor performance against manually optimized campaigns/product groups.
- Planned and executed large (500,000+ sku) ETL procedures in Excel on client data to enable more granular/strategic campaign management.
- Managed promos in Google Merchant Center for monthly ad spend upwards of \$100,000.
- Responded to COVID-19-related disruptions to client campaigns with agility and maintained performance.
- Met Google agency rep weekly to discuss ecommerce trends and troubleshoot PLA errors/disapprovals.

### 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..
- Managed a 5 person team of realtors while maintaining a 6% MoM 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.

### University of Delaware Hospitality Department

*Developer*

*March 2017-June 2017*

- 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).

### 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.