

Joshua Ludwig

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OBJECTIVE

Seeking to use my Salesforce(201) certification to find an admin role emphasizing requirements gathering, automation, workflows, and data security/access. Business complexity grew by the day even before the health crisis, and now, I see an opportunity to simplify increasingly detailed business processes via Salesforce administration.

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.