



MARC DE LA CRUZ

MARKETING ANALYST AND DATA SCIENCE STUDENT



WORK EXPERIENCE

Present
February 2017

MARKETING ASSISTANT

at Waterford Institute

♥ Sandy, UT

As a Marketing Assistant, I worked extensively with the Sales, Marketing, and Product team.

I was able to re-design the company Youtube channel to be SEO optimized, as well as reach over 70 million page views.

I am also head of all market research and competitive analysis work. I was also able to work extensively with Hubspot and other Marketing Software.

I was able to help complete the integration of Hubspot, Salesforce, and LuckyOrange to optimize lead data.

I also completely re-designed lead-qualification funnel and website form.

2016

CONTRACTOR

at Mike Baird Real-Estate

♥ Salt Lake City, UT

Assisted and aided with the renovation and selling of homes.



EDUCATION

2017 - 2021

BUSINESS INTELLIGENCE SYSTEMS

at Utah Valley University

♥ Orem, UT

Enrolled in the Honors Program as of the Spring 2018 semester.

Participating in the Center for Advancement and Leadership as of 2018.

Expected to graduate in 2021 with High Honors in the Business Intelligence Program with a minor in Statistics.

CONTACT



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WHY ME?

As a student, I have held a part-time professional job for the past year and a half. I have been able to quickly pick up skills. I was able to quickly learn Marketing Analytic tools such as Hubspot, SEMRush, and BuzzSumo. I am also certified with various graphic design skills within various creative suites such as Adobe and Microsoft. As an employee, I am a diligent worker who strives to learn the most from any situation or person I come into contact with.



PROFESSIONAL SKILLS



Adobe Photoshop



Adobe Indesign



Premiere Pro



MS Excel



MS Word



Adobe Illustrator



Dreamweaver



Hubspot



Salesforce



SEMRush



CSS/Html



LANGUAGES

English



Spanish



French

