Mahamadou Bala

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EDUCATION

Hobart and William Smith Colleges,   December 2022
Geneva, NY Bachelor of Arts in Media and Society

Motivated and results-driven Digital Marketing professional with a Bachelor of Arts in Media and Society from Hobart and William Smith Colleges. Experienced in developing and executing digital marketing strategies across a variety of platforms, including email marketing, e-commerce, and social media. Proficient in leveraging Generative AI tools to optimize marketing campaigns, enhance customer engagement, and drive data-driven decision-making. Adept at using AI to personalize email content, analyze campaign performance (e.g., ROI, CAC, LTV), and optimize ad spend through advanced data analysis and A/B testing. With hands-on experience in tools such as HubSpot, Mailchimp, and Google Analytics, I bring a blend of creativity, technical expertise, and strategic thinking to deliver impactful marketing results. Passionate about leveraging emerging technologies to streamline processes, improve user experiences, and elevate brand loyalty.

Digital marketing & Ecommerce Projects   March 2024-January 2025

Odos Eyewear Welcome Email Design

Collaborated with the marketing team to design and implement a customer welcome email using HubSpot's email editor.

- Designed and created a welcome email in HubSpot, customizing a pre-designed template to align with the brand's visual identity.
- Integrated personalization tokens to display recipient's first name in the subject, enhancing engagement.
- Added the brand's logo and relevant stock images, ensuring proper alt text and visual appeal.

Multi-Channel ECommerce Ad Campaign ROI Analysis

Led ROI analysis for a multi-channel ad campaign, assessing short-term effectiveness and opportunities for optimizing future ad budgets. Calculated key performance metrics like ROAS, LTV, and CAC ratios across marketing channels.

- Measured revenue per ad dollar across multiple marketing channels, identifying high-performing channels, contributing to targeted budget reallocations.
- Estimated the LTV of customers from each channel, using AOV and purchase frequency, for most profitable acquisition strategies.
- Assessed the efficiency of ad spend by comparing LTV and CAC, recommending most cost-effective channels for investment.
- Delivered actionable recommendations to optimize future budgets and channel strategies based on performance data, leading to optimized allocation of resources.

Homework Helpers Fall Semester Email Campaign

Created an email campaign in Mailchimp to announce fall semester sign-ups for Homework Helpers, showcasing the company's tutoring services and encouraging early bookings.

- Designed visually appealing email in Mailchimp, reflecting brand identity.
- Added personalized greetings using Mailchimp's merge tags, improving engagement and customer experience.
- Ensured email was mobile-friendly by optimizing for desktop and mobile devices.
- Saved final email design as a reusable template for future campaigns, streamlining marketing processes.

Google Merchandise Store Analysis Using Google Analytics

Analyzed impact of developer events on user visits and purchases in the Google Merchandise Store using Google Analytics' Exploration feature. To determine if events correlated with spikes in activity and sales.

- Used Google Analytics to analyze active users and purchases, comparing metrics before, during, and after 3 developer events.
- Built Free-form Exploration report to track user behavior, visualizing trends and anomalies using line charts.
- Detected spikes in user activity and purchases, correlating with developer events.
- Recommended monitoring and adjustments to marketing strategies during events, improving targeting and engagement strategies

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EXPERIENCE

Google Digital Marketing & Ecommerce – Virtual,   Mar 2024 -Jan 2025
Participant

- Practiced strategy development, customer engagement, analytics, e-commerce store management, and customer loyalty building.
- Gained expertise in SEO, e-commerce, email marketing, and general marketing practices.

SKYHY Nutritional Lounge- Geneva, NY   Dec-May 2023

- Interactive Shopping Cart: JavaScript, localStorage
- Dynamic Menu & Checkout: User-friendly, secure
- Responsive Design: All devices
- Enhanced UX: Real-time feedback
- Email Marketing & SEO: Best practices
- Technologies: HTML, CSS, JavaScript, jQuery, Figma

Dreamcatchers Foundation– Remote   Jun 2020 - Aug 2020
Web Developer

- Edited website architecture for immersive user experience.
- Updated website inventory of company achievements.
- Used WordPress to implement website themes and plugins.

Leadership & Involvment

Sankofa BSU, Board member, HWS   Fall 2019-2021

- Spearheaded social media outreach and marketing for club events.
- Created promotional materials, posters, and advertisements to expand the club's reach using Canva.

SKILLS: Digital Marketing Analytics & Strategy Development | E-commerce Strategy Implementation | Search Engine Optimization (SEO) | Email Marketing Campaign Management | Display Advertising | HTML & CSS | Figma design