

Charlotte Williams

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PROFESSIONAL SUMMARY

Accomplished Marketing Analyst with 25 years of progressive experience in Marketing. Demonstrated expertise in Brand Management, Creative Strategy, Campaign Management with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Brand Management

Creative Strategy

Campaign Management

Market Research

Analytics

PROFESSIONAL EXPERIENCE

Marketing Analyst | Best Buy

2012 - Present | London, UK

- Spearheaded marketing initiatives that delivered 45% improvement in operational efficiency
- Led cross-functional teams of 12 professionals across multiple high-impact projects
- Architected and implemented Brand Management solutions resulting in \$432K annual cost savings
- Established best practices and mentored 8 team members, improving overall team productivity by 38%

Marketing Analyst | Slack

2009 - 2012

- Developed and maintained creative strategy applications serving 64K+ users
- Collaborated with product and design teams to deliver 14 major feature releases
- Optimized system performance resulting in 46% reduction in response time

EDUCATION

MS in Psychology

HEC Paris | 1997

Bachelor of Science in Psychology

HEC Paris | 1995

CERTIFICATIONS

- Facebook Blueprint Certified
- Google Analytics Certified