

# Mario Le

*Junior Marketing Technologist*

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## Professional Summary

Enthusiastic Junior Marketing Technologist with 1.5 years of experience supporting digital tool integration, analytics setup, and campaign performance tracking. Quick to learn marketing automation platforms and bridge technical execution with marketing goals.

## Skills

Marketing Automation, HTML/CSS, Google Tag Manager, Data Visualization, A/B Testing, CRM Tools, SEO Basics

## Experience

Marketing Technology Associate - DigitalSpark Inc. (2023 - Present)

- Assisted with implementing Google Tag Manager on client sites for performance tracking.
- Worked on integrating CRM platforms with email campaign systems.
- Supported marketing teams with pixel installation and data quality checks.

Marketing Intern - BrightLoop Marketing (2022 - 2023)

- Documented digital campaign flows and assisted in QA testing.
- Shadowed analytics specialists in creating dashboards with Google Data Studio.

## Education

B.A. in Marketing Technology, University of Illinois, 2022