REBECCA MEYER

Algonquin, IL 60102 | 773-899-1283 | LinkedIn | GitHub | rlwinterisu@gmail.com

About

Data Analyst with a strong background in email marketing and experience across vendor management, non-profit, and education sectors. Specializing in trend analysis, customer insights, and data storytelling. Adept at translating data into clear visualizations and reports that guide strategic decision-making and optimize campaign outcomes.

Experience

Law School Admission Council, Remote   March 2022 – Present
Email Marketing Specialist

- Deliver monthly and quarterly performance metrics for SMS, ad hoc, and trigger campaigns.
- Build and schedule all candidate-facing and member-facing email/SMS communications.

ISACA, Remote   October 2021 – March 2022
Email Marketing Automation Manager

- Planned and optimized engagement-focused email campaigns (100+) in collaboration with content teams.

Email Marketing Automation Specialist   June 2020 – October 2021

- Reported performance metrics to cross-functional teams.
- Built and tested 20+ web forms and landing pages; documented processes.

Emarsys, Remote   October 2019 – June 2020
Campaign Specialist

- Built automations, segmentation, and A/B tests to support client marketing strategies.

Cheetah Digital / Experian, Schaumburg, IL   December 2014 – October 2019
Sr. Associate

- Managed creation, testing, and deployment of cross-channel marketing campaigns.
- Developed audience segmentation and trained Account Managers on new platform functionality.

Technical Skills

Analytics • Data Visualization • Excel • JupyterLab • PowerPoint • Presentations • Python • SQL • Tableau

Data Analytics Projects

Rockbuster Stealth Analysis   June 2025
CareerFoundry
- o   Analyzed movie rental data to support streaming expansion strategy.
- o   Performed data cleaning, filtering, CTEs, and subqueries.
- o   **Tools:** PostgreSQL, pgAdmin4, Tableau

Instacart Consumer Behavior Analysis   July 2025
CareerFoundry
- o   Identified sales trends to inform targeted marketing strategies.
- o   Conducted data wrangling, quality checks, EDA, and visualizations.
- o   **Tools:** Python (Pandas, NumPy, SciPy), Seaborn, Matplotlib

Public Libraries & Literacy Rates   September 2025
CareerFoundry
- o   Evaluated correlation between library funding and literacy outcomes.
- o   Performed exploratory, geospatial, regression, clustering, and time-series analyses.
- o   **Tools:** Python, Pandas, Folium, sklearn, Statsmodels

Citi Bikes Usage Analysis   October 2025
CareerFoundry
- o   Analyzed user behavior and usage trends to support logistics planning.
- o   Completed data scraping, NLP, network visualization, and text mining.
- o   **Tools:** Python, JuptyerLab, Pandas, NumPy, Matplotlib, Kepler.gl

Education
Iowa State University
B.A., Journalism & Mass Communications

Certifications
CareerFoundry | Data Analytics Program Certificate
Writer's Digest | Copyediting Certificate Program
Northwestern Kellogg | Digital Marketing Strategies Certificate

Awards
- **Spot Award: Delight Customers (3x) – Experian Customer Service Award**

Recognized for exemplary customer service and delivering high-quality work under tight deadlines.

- **CCM H2 Recognition Award – Experian Customer Service Award**

Team award for demonstrating dedication, collaboration, and commitment to operational excellence.