

# Marketing Analyst Portfolio

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## Personal Information

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Title: Marketing Analyst

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## Executive Summary

Data-driven Marketing Analyst with expertise in market research, consumer behavior, and campaign performance evaluation. Skilled in using analytics tools to optimize marketing strategies and deliver measurable ROI. Strong background in reporting, forecasting, and cross-functional collaboration.

## Core Competencies

- Market Research & Consumer Insights
- Data Analytics & Visualization
- SEO, SEM & Digital Campaign Analysis
- Social Media & Web Analytics
- Marketing Forecasting & Trend Analysis
- KPI Development & Reporting

## Career Experience

### Marketing Analyst

- Conducted market research and competitor analysis to identify growth opportunities.
- Analyzed campaign performance, optimizing ad spend to increase ROI.
- Built dashboards for real-time performance tracking, reducing reporting time by 40%.
- Partnered with sales and product teams to align marketing strategies with business goals.
- Monitored social media campaigns and web traffic, improving engagement.
- Assisted in developing content strategies based on audience data insights.
- Prepared monthly reports on marketing KPIs and trends.