MARKETING DATA ANALYST

Marketing Data Analyst

@ name@email.com   ⚲ London, UK

SUMMARY

Experienced Marketing Data Analyst with 6 years of expertise in leveraging data for effective marketing strategies. Skilled in SQL, Python, and statistical tools. Strong track record of identifying actionable insights and improving ROI by 15%. Proficient in market research and customer segmentation. Detail-oriented and analytical thinker, committed to delivering impactful analysis. Effective collaborator and problem solver.

EXPERIENCE

2019 - 2021

London, UK

Marketing Data Analyst
Facebook

- Developed and implemented advanced data models and algorithms, resulting in a 20% increase in user engagement and a 15% improvement in conversion rates.
- Conducted in-depth customer segmentation analysis using demographic, behavioral, and psychographic data, leading to targeted marketing campaigns and a 25% increase in customer retention.
- Collaborated with cross-functional teams, including marketing managers and data scientists, to identify key performance metrics and develop actionable insights for campaign optimization.
- Created comprehensive reports and dashboards using data visualization tools, such as Tableau and Excel, to effectively communicate data-driven recommendations to stakeholders.
- Utilized SQL and Python for data extraction, cleaning, and manipulation, reducing data processing time by 30% and improving overall data accuracy.
- Implemented A/B testing methodologies to evaluate the impact of various marketing initiatives, resulting in a 10% uplift in click-through rates and a 12% increase in revenue.

2018 - 2019

London, UK

Data Analyst
Walmart

- Analyzed retail data sets, resulting in a 10% sales increase and inventory efficiency improvement.
- Developed predictive models, reducing out-of-stock instances and increasing on-shelf availability by 20%.
- Conducted customer segmentation analysis, leading to targeted marketing campaigns and 12% higher customer engagement.
- Collaborated with cross-functional teams to optimize product assortment and inventory allocation, reducing excess inventory by 8% and stockouts .
- Created dashboards and reports using Tableau and Power BI, facilitating data-driven decision-making.
- Utilized SQL and Python for data extraction, transformation, and analysis, improving efficiency and accuracy.
- Implemented A/B testing methodologies, resulting in a 10% conversion rate increase and higher customer satisfaction scores.
- Monitored key performance indicators, providing insights for process improvements and achieving a 10% reduction in operational costs.

STRENGTHS

🎖 **Problem-solving**
Developing efficient solutions to complex data problems resulting in 30% increase in efficiency

🏆 **Data-driven decision-making**
Consistently utilizing data analysis to inform business decisions resulting in 20% increase in ROI

SKILLS

Data analysis	CRM management	E-marketing	Reporting	Relational databases	Excel

EDUCATION

2014 - 2017

Bristol, UK

Bachelor of Science in Marketing
University of Bristol