

# Robert Smith

## Analytics Manager

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## SUMMARY

Data-driven Analytics Manager professional with extensive experience in identifying actionable marketing and product opportunities through in-depth analysis. Results-focused and adept at influencing marketing strategy and execution to optimize campaign investment. Skilled collaborator and comfortable working across key functional/international business areas to deploy analytical insights and recommendations.

## SKILLS

User Experience Design, Marketing Strategy, SEO, Analytics, Team Management, Software Development, Team Management, Marketing Strategy, Marketing Research.

## WORK EXPERIENCE

### Analytics Manager

ABC Corporation - 2013 - 2015

- Led cross functional teams in the development of holistic campaign dashboards, analysis, and recommendations across multiple media channels.
- Produced and presented linear narratives that consolidate quantitative analysis of multiple media stream.
- Developed campaign benchmarks and defined success metrics for marketing campaigns.
- Translated complex analytics findings into understandable and actionable insights.
- Institutionalized key learnings and best practices across the organization.
- Partnered with various internal and external stakeholders to drive optimization in marketing levers across all media channels.
- Performed ad hoc analysis including defining root cause for revenue and margin declines by practice and presenting findings/recommendations to the executive team and practice owners.

### Analytics Manager

Delta Corporation - 2005 - 2010

- Responsible for the development of the online marketing programs & website functionality along with providing analytical insights to drive growth in .
- Lead all parts of website & mobile testing initiatives leveraging both Maxymiser & Google Content Experiments with A/B/N & MVT tests to improve.
- Develop reporting from Adobe Analytics & in house database monitoring both marketing channel performance onsite & in stores, customer site behavior .
- Created reports and dashboards with Oracle BI Experience in designing customer and credit dashboards Created all reports for product Passolig which .
- Responsible for consumer, industry and site performance research and analytics for multiple properties (Quokka.com, Golf.com, Total Sports Network).
- Synthesized secondary and primary research into succinct findings for distribution to senior management as well as company-wide.
- Managed focus groups, IDIs, and usability testing.

## EDUCATION

Bachelor Of Science In Management