Campaign Analyst

ROBERT SMITH

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Objective

Accomplished and energetic professional seeking employment with a results-oriented company that seeks an ambitious and career-conscious person, where acquired skills will be utilized toward growth and advancement.

Skills

Strong Oral/Written Communication, Organization, Inventory Management, Coordinating, Planning, Managing, Strong Leadership, Team Player.

Work Experience

Campaign Analyst

ABC Corporation - October 2013 – February 2016

- Built and sustained profitable operations by ensuring retention of high-level client advertising accounts via review of campaign set-up.
- Contributed sharp analytical abilities toward evaluating innovative internet advertising campaigns to meet and/or exceed client expectations.
- Low click-through rate, high cost per click), along with delivering resourceful education on campaign performance and Return on Investment (ROI).
- Conceptualized, developed, and implemented unique solutions for wide-ranging technical issues concerning advertising.
- Leveraged internal BI, SQL, and Tableau to identify trends in multidimensional datasets to create forecast models and optimize campaign performance.
- Through regression modeling of historical data, projected performance, and incremental conversions at tiered spend levels resulting in 120% YoY.
- Participated in the beta testing team to improve core products and internal tools; identified business need and made a case for a new feature in bid.

Campaign Analyst

Delta Corporation - 2010 – 2013

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Education

Bachelor Of Science In Business Administration In Management And Marketing - 2011(Northeastern University, D'Amore-McKim School Of Business - Boston, MA)

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