

Robert Smith

Marketing Data Analyst

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SUMMARY

Marketing Data Analyst with extensive experience designing, coding, testing, and supporting database conversion packages using SQL Server DTS/SSIS with extensive experience setting up administering, and developing in SSIS, SSRS, and SSAS. Proficient in various technologies, including MS SQL Server, Microsoft Office Products.

SKILLS

SAS, Microsoft Dynamics CRM, Salesforce.com, R, Google Analytics, Tableau, Google Adwords.

WORK EXPERIENCE

Marketing Data Analyst

ABC Corporation - March 2009 - February 2010

- Extracted load and transformed data from various data sources within the FedEx organization using SSIS.
- Gathered and analyzed data for marketing campaign reporting purposes.
- Led the development of automated SSIS packages to extract, transfer, load and convert data from FedEx existing data warehouse to reporting database server.
- Converted and loaded data to FedEx data warehouse applications from various outside sources like Access, Excel and text/.csv files.
- Planned, developed, and supported complex SQL queries, stored procedures, and views.
- Developed PL/SQL Scripts for analysis and reporting.
- Data profiled looking for trend and patterns in Marketing data.

Marketing Data Analyst

Delta Corporation - 2008 - 2009

- Manage marketing database health in Marketo- recommend and implement process improvements for automated data validation/normalization Maintain.
- Created mailing lists using market research reports and customer pinpointing technology Analyzed how budgets should be spent and assisted clients on.
- Editing of external Medicare content material to ensure quality for public consumption Remained current with reference materials, memos, bulletins.
- Cross tabulated survey data pertaining to overall patient satisfaction Established the methodology to translate survey data and prepare reports.
- Extensively utilized Excel to organize collected data from multiple sources into a master copy.
- Analytical responsibilities included developing reports using the MCIF system, planning, and forecasting detailed and accurate administrative.
- Marketing Channel Optimization (Social, Google PPC, and Email) Launching, testing, and optimizing web click and follow ads on Facebook, Instagram.

EDUCATION

AAS In Information Technology