

Marketing Analyst

Marketing Analytics | Database | Digital Marketing

Analytical and solutions-oriented marketing professional with a BS in Business Administration – Marketing. Recognized for high performance and optimizing targeted messaging within marketing to increase sales. In addition, I created high quality marketing campaigns to increase social media followings and customers for clients Proficient in marketing analytics, strategy, and digital marketing.

Career Highlights

- ✓ **Led #1 ranked portfolio in 2020 based on leasing performance for 70+ properties in Eastern region**
- ✓ **Increased Instagram following of 52 small and medium start-up companies to 500+ followers;** providing marketing, branding, and social media service
- ✓ **Improved sales and increased work capacity 30%** after recruiting and training 5 marketing interns

Marketing Analytics | Database | Data Analytics | SQL | Business Intelligence | Statistics | Digital Marketing | Social Media | Forecasting | Marketing Campaign | Business Administration | Vendor Management | Economics

Work Experience

Marketing Manager, Trend Influx Agency, LLC, Chicago, IL, (2019 – Present)

Perform market research and demographic profiling, identifying and capitalizing on unmet market needs. Research keywords and trends, increasing brand awareness and search engine optimization.

- ✓ **Proliferated 52 clients' Instagram following 500+**, providing digital marketing campaigns, branding, and social media service
- ✓ **Boosted revenue \$5K to \$15K yearly** through client referrals, lead generation, and networking
- ✓ **Achieved 4.75/5 client satisfactory rating** based on responsiveness, results, and professionalism
- ✓ **Escalated sales and work capacity 30%** after hiring and training 5 marketing interns

Marketing Analyst, LivCor, LLC, Chicago, IL, (2017 – Present)

Prepare annual budgets and quarterly reforecasts for senior leaders, conducting ad hoc analysis and reporting. Monitor social media performance, implementing marketing plans to improve company's reputation. Own marketing campaign for all property rebrand and creative projects.

- ✓ **Recognized for #1 ranked portfolio in 2020 based on leasing performance for 70+ properties in Eastern region**

Digital Marketing Assistant, Gameday Spirit Fan Store, LLC, Chicago, IL, (2016 – 2016)

Managed Instagram and Facebook of 9,700+ followers, posting new content, announcing special deals, and engaging with customers online. Led field marketing campaigns, improving customer awareness and engagement. Strategized social media campaigns and designed materials on Canva, enlarging sales and company brand.

- ✓ Created personalized and targeted email campaign for college football gear, **resulting in 35% rise in click-through rates**

Education

University of Illinois at Urbana Champaign, IL
Bachelor of Science in Business Administration - Marketing

Graduation: December 2016
Champaign, IL