

[Your Name]

[Phone Number]

[Email Address]

[LinkedIn Profile]

[City, State]

PROFESSIONAL SUMMARY

Results-driven marketing analyst with strong analytical skills, proficient in deriving actionable insights from data. Adept at using data-driven strategies to support business objectives and optimize marketing performance.

CORE COMPETENCIES

Data Analysis

Market Research

Reporting & Dashboards

Data Visualization

Digital Marketing Analytics

SQL

Google Analytics

Statistical Modeling

PROFESSIONAL EXPERIENCE

Marketing Analyst

[Company Name], [Location]

[Month YYYY] – [Month YYYY]

- Analyzed marketing campaign performance and generated actionable insights for optimization.
- Developed dashboards and regular reports for cross-functional teams.
- Conducted A/B testing and ROI analysis.

[Previous Job Title]

[Previous Company], [Location]

[Month YYYY] – [Month YYYY]

- Researched market trends and competitor activity.
- Supported data integration and database management.

EDUCATION

[Degree], [Major]

[University Name], [Location]

[YYYY] – [YYYY]

TECHNICAL SKILLS

Excel

Tableau

SQL

Python/R

Google Analytics

Power BI

SPSS

CRM Tools