

[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]
[YYYYY] – [YYYYY]

TECHNICAL SKILLS

Excel
Tableau
SQL
Python/R
Google Analytics
Power BI
SPSS
CRM Tools