# Sophia **Adams**

## MARKETING DATA ANALYST

Marketing data analyst with six years of experience in delivering actionable insights to optimize digital marketing campaigns and improve return on investment (ROI). Skilled in Google Analytics, SQL, and Tableau, with a proven ability to analyze consumer behavior and segment markets effectively. Adept at collaborating with marketing teams to align data strategies with business goals.

## CONTACT INFORMATION

- 📞 (321) 654-9870
- ✉ email@example.com
- LinkedIn
- City, ST

## KEY SKILLS

- Consumer segmentation
- Digital marketing analytics
- Google Analytics
- ROI optimization
- SQL

## PROFESSIONAL EXPERIENCE

Marketing Data Analyst | Bright Brands, City, ST | July 2019 to present

- Analyzed campaign performance, identifying areas to optimize ad spend and increase ROI by 35%
- Build Tableau dashboards to track customer acquisition trends, enabling informed decision-making across marketing teams
- Conducted A/B testing, providing insights that led to a 20% improvement in email open rates

Digital Marketing Specialist | AdVantage Group, City, ST | May 2016 to June 2019

- Created detailed reports on social media engagement and conversion metrics using Google Analytics
- Collaborated with content teams to target specific audience segments, increasing web traffic by 25%
- Used SQL queries to extract data for campaign analysis and reporting

## EDUCATION

Bachelor of Business Administration in Marketing | May 2016
Marketing University | City, ST |