



Sophia Martinez

Digital Marketing Analyst

Data-driven digital marketing analyst with expertise in campaign optimization

Experienced digital marketing analyst with eight years of success in analyzing campaign performance, extracting insights, and improving ROI. Skilled in leveraging data to guide strategy and enhance outcomes for diverse marketing initiatives.

CONTACT INFORMATION



(876) 543-2109



email@example.com



LinkedIn



San Francisco, CA

EDUCATION

Bachelor of Science in Statistics
University of California, Berkeley |
Berkeley, CA

KEY SKILLS

- Data visualization (Tableau, Power BI)
- Key performance indicators (KPI) tracking and reporting
- Marketing performance analysis
- Statistical modeling

PROFESSIONAL EXPERIENCE

- Digital Marketing Analyst | Data Edge Marketing | June 2019 to present**
 - Analyzed performance metrics for over 50 digital campaigns, identifying opportunities that improved ROI by 20%
 - Build interactive dashboards in Tableau to provide real-time campaign insights for clients
 - Collaborated with SEO teams to implement data-backed changes, boosting search rankings by 15%
- Marketing Coordinator | Bright Path Agency | July 2017 to May 2019**
 - Conducted competitive market analysis, improving campaign targeting accuracy by 25%
 - Developed and presented monthly reports for clients, increasing transparency and trust
 - Assisted in managing a \$500,000 annual advertising budget, reducing waste by 12%

CERTIFICATIONS

- Certified Data Analyst | SAS | April 2020**