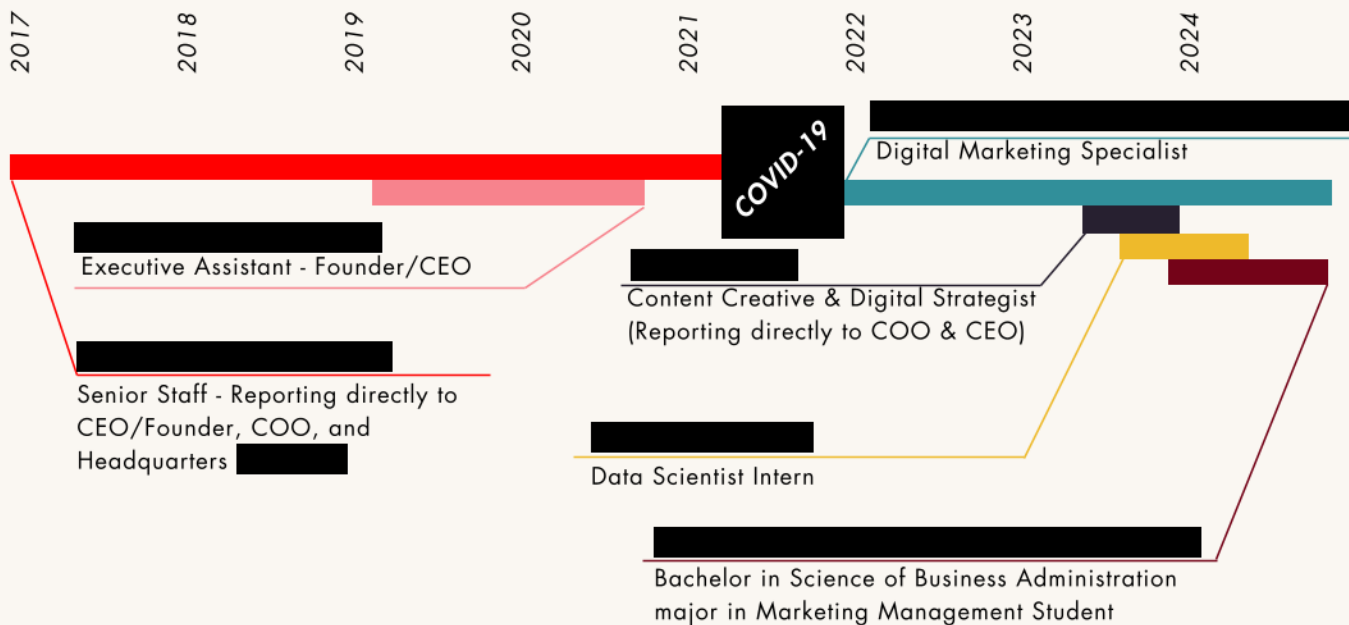


# MICHELLE

## MARKETING ANALYST & DATA STRATEGIST

Results-oriented **Marketing Analyst and Data Strategist** with expertise in leveraging data to drive actionable **marketing insights** and **business growth**. Adept at utilizing advanced analytics tools such as **Google Analytics**, **Advanced Excel**, and **Microsoft Power BI** to optimize marketing strategies, track campaign performance, and inform decision-making. Proven track record of **increasing ROI** through audience segmentation, predictive modeling, and cross-channel data integration. Highly skilled at **translating complex data** into clear, strategic **recommendations for improving marketing outcomes**.



### CERTIFICATES | AWARDS

#### GOOGLE ANALYTICS CERTIFICATION

October 2023  
Awarded by Google

#### FUNDAMENTALS IN DIGITAL MARKETING CERTIFICATE

June 2023  
Awarded by Google

#### EXCELERATE YOUR CAREER: MASTERING MICROSOFT EXCEL WITH THE MO 200 CERTIFICATION TRAINING

May 2024  
Awarded by Xaltius Academy

#### REGISTERED FOR GOOGLE I/O 2024

Earned a badge as Data Scientist from Google Developer Community

#### 6 MONTHS DATA SCIENCE COURSE - CERTIFICATE

May 2024  
Awarded by Xaltius Academy

#### GOOGLE ANALYTICS CERTIFICATION

August 2024  
Awarded by Insights Training

### EDUCATION

Hotel and Restaurant Services - Tourism

2014 - 2016

Bachelor in Science of Business Administration major in Marketing Management

GRADUATED OCTOBER 2024



# WORK EXPERIENCE



## TECHNICAL SKILLS

### Data Analysis & Visualization

SQL Google Data Studio Microsoft Power BI

Excel - Power Pivot Marketing Analytics

Google Analytics Meta Ads Manager

Performance Marketing Optimization

Statistical Modeling A/B Testing

Customer Segmentation & Targeting

Regression Analysis Data Management

Meta Pixel Data Entry & Cleaning

Conversion Rate Optimization (CRO)

## PROJECT/S:

### Content Creative & Digital Strategist - Marketing Data Analyst

Aug 2023 - Sept 2023

- Utilized data analysis to drive social media strategies that resulted in a **58% increase** in account **engagement** within the first two weeks of campaign launches.
- Conducted customer segmentation analysis to inform targeted content strategies, **increasing organic reach** by **over 70%**.
- Produced** comprehensive performance **reports** for senior executives, highlighting key metrics and actionable insights derived from social media and website data.

### Senior Staff

#### (Digital Marketing & Data Analyst)

July 2017 - March 2021

- Increased engagement rates by 99%** through data-driven social media and content marketing strategies, achieving an **80% conversion rate**.
- Led analytics efforts, transforming customer insights into actionable marketing tactics, resulting in **optimized ad spend** and **improved customer retention**.
- Pioneered and managed the company's official social media accounts (Facebook, Instagram) and supported front-end management of the website.
- Generated** sales, marketing, and inventory **reports**, driving customer analysis and optimizing marketing strategies.
- Collaborated** with senior management on **strategy** execution and equipment issue resolution.
- Provided technical support and front-end admin management for [REDACTED], including appointment booking.

### Executive Assistant to CEO/Founder

Sept 2019 - Oct 2020

- Contributed to establishing a competitive social media presence, managing daily inquiries and achieving a **96% conversion rate**.
- Increased engagement** by **796%** and maintained a **97% response rate** through effective social media management and influencer collaborations.
- Improved brand awareness** by partnering with beauty and lifestyle influencers and leveraging Facebook groups.
- Proficient in E-commerce Sales Management, **creating** comprehensive sales **reports and dashboards** using Google Sheets and advanced Excel formulas for data analysis.

### Digital Marketing Specialist & Data Analyst

Feb 2022 - Sept 2024

- Implemented data-driven marketing strategies that **increased conversion rates by 15%** through effective audience targeting and A/B testing using Google Analytics 4 and Meta Ads Manager.
- Analyzed performance data using Facebook Meta Pixel, Google Analytics 4, and Facebook Meta Business Suite, optimizing campaigns to achieve a **20% improvement in ROI**.
- Conducted **predictive modeling** and **trend forecasting** through data insights to guide strategic business decisions.
- Created dynamic **dashboards in Excel** to track KPIs, **improving** reporting efficiency and **campaign management by 30%**.
- Collaborated with cross-functional teams to extract insights from large datasets and **provide actionable marketing recommendations**, using Excel for in-depth data analysis and visualization.