

Elijah Parker

Analytical thinker driving insights through data

Marketing analyst with four years of experience conducting market research, campaign analysis, and performance reporting. Proficient in statistical software and data visualization tools.



CONTACT

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- LinkedIn | Portfolio
- New York, NY

KEY SKILLS

- Campaign performance analysis
- Data visualization
- Market segmentation
- Predictive analytics
- Statistical modeling

PROFESSIONAL EXPERIENCE

July 2022 - Present

Marketing Analyst, DataLogic | New York, NY

- Analyzed customer data to identify trends, increasing campaign efficiency by 25%
- Create dashboards in Power BI to track campaign metrics for stakeholders
- Conducted market segmentation, contributing to a 15% increase in targeted sales

May 2020 - June 2022

Marketing Intern, Insight Partners | New York, NY

- Supported team projects by cleaning and analyzing datasets
- Developed visual reports for market research presentations

EDUCATION

Bachelor of Science, Marketing Analytics

New York University, New York, NY | May 2020