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Brian Lopez

Data-driven marketer skilled in analytics and performance measurement

Marketing data analyst with four years of experience using data to inform and optimize marketing strategies. Expertise in data visualization and predictive modeling.

PROFESSIONAL EXPERIENCE

MARKETING DATA ANALYST

DATAPULSE, ATLANTA, GA | JULY 2022 – PRESENT

- Analyzed campaign performance, leading to a 15% improvement in ROI for paid advertising
- Create dashboards in Tableau to track KPIs and share insights with stakeholders
- Predicted customer trends, increasing retention rates by 10%

MARKETING INTERN

PRECISION ANALYTICS, ATLANTA, GA | MAY 2020 – JUNE 2022

- Assisted in preparing reports on campaign performance
- Conducted A/B testing to optimize email marketing strategies

EDUCATION

Bachelor of Science in Marketing Analytics

Georgia State University, Atlanta, GA | May 2020

KEY SKILLS

- Campaign analysis
- Data visualization
- Predictive modeling
- Statistical software (R, Python)
- Trend forecasting

Atlanta, GA

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LinkedIn | Portfolio