

BL



Atlanta, GA



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email@example.com



LinkedIn | Portfolio

## KEY SKILLS

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

# 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