



# ALAN WATSON

Social Media Data Scientist

## CONTACT



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LinkedIn | Portfolio



City, ST 12345

## CERTIFICATIONS

- Google Analytics Individual Qualification, May 2019

## ABOUT ME

Social media data scientist with three years of experience analyzing engagement data to inform marketing strategies. Proficient in sentiment analysis, network analysis, and campaign optimization.

## PROFESSIONAL EXPERIENCE

### Data Scientist

SocialPulse, City, ST | May 2020 - Present

- Built sentiment-analysis models improving brand-health monitoring by 30%
- Analyzed network graphs to identify influencer communities, boosting campaign ROI by 18%
- Automated social-listening dashboards with Kibana, reducing manual tracking by 75%

### Marketing Analyst

BuzzMetrics, City, ST | June 2018 - April 2020

- Developed A/B test frameworks for ad creatives, increasing CTR by 12%
- Processed and visualized social campaign data in Python and Tableau

## EDUCATION

B.S. in Marketing Analytics

Business College, City, ST | May 2018