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# Taylor Smith

## Marketing Analytics Specialist

Marketing analytics specialist with five years of experience collecting and interpreting campaign data to support strategic decisions. Skilled in performance dashboards, multichannel attribution, and audience segmentation. Helped guide campaigns that boosted ROI by over 40% using actionable insights.

## CONTACT

-  (555) 456-8901
-  email@example.com
-  LinkedIn | Portfolio
-  Boston, MA

## KEY SKILLS

- A/B testing
- Attribution modeling
- Campaign reporting
- Data visualization
- Google Analytics
- Google Data Studio
- Tableau
- Web traffic analysis

## EDUCATION

Bachelor of Science in Marketing  
Analytics Bentley University  
Waltham, MA | May 2018

## PROFESSIONAL EXPERIENCE

### MARKETING ANALYTICS SPECIALIST | APEX INSIGHTS MARCH 2020 – PRESENT

- Built and maintained reporting dashboards in Tableau and Google Data Studio, reducing time-to-insight by 60% for the marketing team
- Conducted A/B testing and funnel analysis that improved landing page conversion rates by 35% for top B2C clients
- Collaborated with media buyers to allocate \$500K+ in ad spend more efficiently, increasing paid campaign ROI by 42%

### MARKETING DATA ANALYST | GROWTHWAVE DIGITAL AUGUST 2018 – FEBRUARY 2020

- Aggregated campaign data across Facebook, Google Ads, and CRM tools to create unified performance reports
- Implemented custom attribution models that identified \$2.1M in untapped revenue sources across digital channels
- Led monthly insights presentations to leadership, translating complex data into strategy-ready takeaways

## CERTIFICATIONS

- Google Data Analytics Professional Certificate, Coursera, February 2023