





# VANCE ROSS

## BUSINESS ANALYST INTERN

### CONTACT

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### EDUCATION

Bachelor of Business  
Administration  
Management Information  
Systems with a  
concentration in Business  
Analytics  
University of Texas  
2021 - current  
Austin , TX

### SKILLS

Microsoft Office Suite  
Google Analytics  
Google Data Studio  
NetSuite  
MATLAB  
MicroStrategy

### CAREER OBJECTIVE

Social media guru with experience to leverage technology to increase traffic and grow digital revenue. Eager to use tested analytical and content strategies to spot growth opportunities and expand brand awareness for Northwestern Mutual among unreached potential customers.

### WORK EXPERIENCE

#### Freelance Social Media Manager

The Modern Brand Co.

2022 - current / Remote

- **Expanded posts engagement and reach by 77%** using Microstrategy insights on the frequency and optimal posting time
- Increased social media following across 10+ platforms by 5K by relying on Google Data Studio reports
- Deployed SEO strategies that increased organic traffic by 94%
- Reduced turnaround time by 44% through standardized report templates and Excel macro

### PROJECTS

#### Social Media Campaign Analysis

Social Media Analyst

2022

- Boosted engagement on Twitter, LinkedIn, and Facebook by 81% through a social media rebrand
- Doubled monthly social referrals from 700 to 1500+ by using Matlab data reports
- Automated resource utilization via NetSuite, **cutting cost duplication by 22%**
- Generated 2K unique page views weekly, a 58% increase, by diversifying social media ads

#### Market Research Survey

Survey Designer

2021

- Drove lead-form conversions to 79% annually with a lead-generation site
- Gathered actionable Google Analytics insights to turn 1K visitors into paying customers
- **Upscaled Facebook conversions by 34%** through tracking and leveraging visitors' trends
- Saved 27% by developing financial cause-fix metrics to flag anomalies