

PAXTON EOFF

Digital Marketing Analyst

✉ p.off@email.com

☎ (123) 456-7890

📍 Fort Lauderdale, FL

🌐 [LinkedIn](#)

WORK EXPERIENCE

Digital Marketing Analyst

AutoNation Headquarters

📅 January 2018 - current 📍 Fort Lauderdale, FL

- Collaborated with marketing leaders to automate the creation of reports around conversion rate, traffic, conversion funnels, and retention, saving 13 hours each week of manual reporting
- Identified areas of the conversion funnel that were underperforming through automated reporting, and made recommendations to improve overall conversion rate by 51%
- Built reporting infrastructure from scratch for social media and email marketing using APIs provided by those sites to provide a baseline for marketing performance on those channels
- Created customer segments, acquiring them through various marketing channels, resulting in reduced ad budget for underperforming channels and improving overall ROI by 27%

Digital Marketing Analyst

Finn Partners

📅 June 2015 - January 2018 📍 Fort Lauderdale, FL

- Creating reporting and alerting tools to allow for real-time adjustment of paid ad strategy on AdWords based on search trends, leading to \$380,000 in incremental revenue
- Set up and led reporting for A/B testing in Google Optimize to improve the conversion rate across all landing pages by 28%
- Created holistic marketing dashboard in Excel, incorporating web analytics data from Google Analytics, CRM data from Salesforce, and app data from PostgreSQL database
- Visualized the cost and value of each step of the marketing funnel, saving 20 hours a week of reporting time

Technical SEO Associate

PaperStreet Web Design

📅 March 2014 - May 2015 📍 Fort Lauderdale

- Performed keyword research, and set up a backlink program that boosted traffic by 82%
- Evaluated Google Analytics, and made suggestions based on identified pain points
- Tracked and generated reports for conversion rates, and presented weekly to marketing team
- Improved page speed performance by 34% by compressing images, removing old and unused media, and adding pages to user comments

EDUCATION

B.S. in Marketing

Nova Southeastern University

📅 August 2011 - May 2015

📍 Fort Lauderdale, FL

SKILLS

- Salesforce
- Microsoft Excel, Word, Powerpoint
- Paid acquisition (Facebook, Google, LinkedIn, Instagram, retargeting)
- A/B testing, audience segmentation
- Google Analytics
- SEO