

Carter Park

Marketing Data Analyst

c.park@email.com

(123) 456-7890

Columbus, IN

[LinkedIn](#)

WORK EXPERIENCE

Cummins Inc. - Marketing Data Analyst

September 2021 - current

Columbus, IN

- Employed STATA for statistical analysis, contributing to a **29% increase in the effectiveness of marketing campaigns**
- Created insightful reports on marketing trends using IBM Cognos that led to a 21% improvement in strategic decision-making
- Saved 20+ hours of manual work per week by automating routine data processing tasks on MongoDB
- Maintained data integrity and reduced errors by 96% by conducting regular data audits via Trifacta
- Boosted sales with predictive models developed using STATA to forecast sales trends

Hylant - Marketing Coordinator

May 2018 - August 2021

Fort Wayne, IN

- Organized and executed 12 promotional events annually, boosting brand visibility
- Oversaw update and maintenance of company website, contributing to a 36% increase in site traffic
- **Raised media coverage by 41%** by developing and maintaining strong relationships with media outlets
- Used Instagram to promote company services and increase online engagement by 28%
- Managed a \$2M marketing budget and ensured that all activities stayed within budget

EDUCATION

Indiana University - Bachelor of Science, Marketing

2014 - 2018

Bloomington, IN

CERTIFICATIONS

- Professional Certified Marketer (PCM)

SKILLS

- Domo
- STATA
- MongoDB
- IBM Cognos
- Trifacta
- Marketo