

# Stephanie Grinler

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(123) 456-7890

Brooklyn, NY

## WORK EXPERIENCE

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### Education Technology Company - Senior Marketing Analyst

January 2018 - current

New York NY

- Directed the launch of a campaign for a new product resulting in revenue of \$5.4M in the first year
- Created a holistic paid acquisition strategy ultimately leading to an ROI of 44% for every dollar spent
- Built out a culture of robust data collection and A/B testing to iteratively improve campaign performance leading to an average improvement of 66% from campaign start to campaign end
- Developed partnerships with higher education institutions in the US resulting in an incremental \$7M in revenue
- Exceeded sales targets by 36% for the full year 2019
- Identified vendors who were underperforming leading to a reduction in costs of \$450,000 while exceeding revenue targets

### Financial Services Company - Marketing Analyst

April 2015 - January 2018

New York NY

- Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters resulting in new leads that generated \$17M in 2017
- Built a robust brand awareness campaign through conferences and speaking engagements leading to an increase in inbound leads of 78% year over year
- Led the implementation of real-time reporting on marketing spend to adjust bid strategy leading to an improvement of ROI by 27%
- Exceeded growth targets every quarter by 24% on average

## EDUCATION

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### University of Pittsburgh - B.S., Marketing

September 2011 - April 2015

Pittsburgh, PA

## SKILLS

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