

# ASHLEY DOYLE

## Online Business Owner

### CONTACT

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Denver, CO   
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### CAREER OBJECTIVE

Marketing expert with 2+ years operating a successful business that is growing into a self-sustained project. Seeking new challenges to build a startup online business like ThriveWorks that will benefit countless people by providing access to professional treatment and care across the globe. My expertise in data analysis and marketing optimization will provide unparalleled insight and guidance to realize the vision.

### EDUCATION

Bachelor of Science  
Mathematics  
University of Colorado,  
Boulder  
2005 - 2009  
Boulder, CO

### SKILLS

Microsoft Excel  
Written Communication  
Teamwork  
Operations  
Problem Solving

### WORK EXPERIENCE

Online Business Owner  
ShineOn Marketing Consulting  
2019 - current / Denver, CO

- Grew a loyal client-base of 100+ through trade networking, community outreach, and an active online presence
- Crafted newsletter-formatted and Facebook marketing campaigns that generated 600+ leads
- Created 8-week online courses that grossed \$200K in 2020
- Guided businesses from the ground up, helping 4 business owners make a net annual profit of \$1M+
- Developed coaching plans that helped increase client service usage from 10 to 24 sessions, on average

### Marketing Analyst

Dandy  
2013 - 2019 / Denver, CO

- Uncovered metrics on website traffic, conversion rates, and data trends, presenting findings at monthly staff meetings and saving the company \$25K in wasted marketing
- Attended 4 annual seminars on PPC campaigns and market trends to better serve the company
- Identified key areas for improvement of website SEO, driving up website visitation by 9%
- Collaborated with 5 departments, including sales and IT, to identify areas of improvement and schedule campaigns
- Used 15+ types of marketing tools, including Google Analytics, MailChimp, and Nielsen Marketing Cloud

### Data Analyst

Sprinklr  
2009 - 2013 / Denver, CO

- Drafted cohort analysis project, identifying a 25% price reduction capacity for certain users, boosting yearly revenue by \$650K
- Designed a long-term pricing change that improved customer lifetime value by 18%
- Created an A/B experiment that improved the conversion rate by 16 basis points, reducing churn by 9 basis points
- Utilized Tableau and SQL to provide real-time data insight into the product, marketing funnels, and business KPIs