

DANIELLE OYEWO

Marketing Analyst

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☎ (123) 456-7890

📍 Pittsburgh, PA

🌐 LinkedIn

EDUCATION

Bachelor of Arts

Marketing

University of Pennsylvania

📅 1998 - 2002

📍 Philadelphia, PA

SKILLS

Research

Analytical

Problem Solving

Teamwork

Organized

CAREER OBJECTIVE

Experienced marketing and advertising expert looking to work at a high-paced organization in need of increased brand awareness through social, digital and print media.

WORK EXPERIENCE

Stay At Home Mom

Self-Employed

📅 2013 - current 📍 Pittsburgh, PA

- Taught 3 children on specific parts of coursework, improving their academic performance
- Networked with other moms on social media, creating a Facebook group of 100+ members to share motherhood experiences with
- Volunteered at local garage sales to create posters and maps for buyers, increasing sales by 25%

Marketing Analyst

Petal

📅 2007 - 2013 📍 Pittsburgh, PA

- Designed and distributed questionnaires to over 10,000 customers, achieving an 80% feedback rate
- Presented data-backed reasoning to managers for specific promotions of products and services, increasing sales by 35%
- Helped achieve the company's revenue goal of \$300,000 the first quarter, and \$450,000 the second quarter on second year of employment
- Researched consumer trends and briefed managers 2 times a month, keeping the company ahead of competition
- Planned and developed marketing strategies for future projects, increasing brand awareness by 40%

Marketing Analyst

Trustpilot

📅 2002 - 2007 📍 Pittsburgh, PA

- Managed content strategy and SEO to reach out to over 1 million organic visitors each month
- Monitored and administered web analytics dashboards, identified key areas of improvement, and implemented fixes to increase conversion rate by 15%
- Collaborated with inhouse marketing team to design and execute marketing projects, meeting the company's sales goal of \$2.5 million 3 months early
- Built segmentation strategies, increasing marketing return on investment by 12% while maintaining customer retention rate of 85%