Name Surname

Marketing Analyst

📞 +1 315 000 00 00

✉ example@mail.com

📍 NY, USA

in linkedin.com/in/yourname

Detail-oriented Marketing Analyst with 3 years of experience in collecting, interpreting, and analyzing marketing data to identify growth opportunities and improve campaign performance. Proficient in using tools such as Google Analytics, Tableau, and Excel to generate actionable insights that support data-driven decision-making and boost sales.

SKILLS

- Marketing Data Analysis
- Reporting & Dashboard Creation
- Google Analytics, Tableau, Excel
- Consumer Behavior & Market Research
- Data-Driven Marketing Strategies
- Cross-functional Team Collaboration

LANGUAGES

- **English:** Fluent
- **[Other Language]:** [Proficiency Level]

EXPERIENCE

Marketing Analyst

Digital Solutions Company – Riyadh, Saudi Arabia

2021 – Present

- Analyzed campaign performance data and recommended optimizations that improved conversion rates by 25%.
- Created regular reports and dashboards to support management decisions.
- Utilized data tools to define more accurate target segments.

Assistant Marketing Analyst

Advertising Agency – Jeddah, Saudi Arabia

2019 – 2021

- Monitored campaign performance across multiple digital channels.
- Contributed to client monthly reporting and presentations.
- Conducted competitor analysis and suggested alternative strategies.

EDUCATION

[Degree Name] – [University/College Name]
[Year of Graduation]

Certifications:

- Google Data Analytics Certificate – Coursera
- Tableau Desktop Specialist
- Google Digital Marketing Certification