



LEE BONNER

MARKETING ANALYST • DENVER, CO • 555-555-5555

◦ DETAILS ◦

Denver, CO
555-555-5555
lee_bonner@isp.com

◦ SKILLS ◦

Digital Marketing & Automation
Content Research & Development
Go-to-Market Strategy
Social Media Management
Digital Marketing
Google Analytics
Adobe Creative Suite
Search Engine Marketing (SEM)
Customer Lifecycle Marketing



PROFILE

Ambitious and creative Marketing Analyst offering strong marketing background and MBA to deliver innovation and value. Skilled at compiling disparate information to forge concise, actionable solutions. Excel at fostering collaborative partnerships with stakeholders and peers to deliver marketing projects on time and under budget.



EMPLOYMENT HISTORY

Senior Marketing Analyst at Navient, Denver, CO

February 2018 — Present

- Coordinate planning, development and oversight of marketing analysis strategies.
- Lead analysis, optimization and reporting on effectiveness of marketing objectives.
- Develop and oversee campaigns spanning all marketing channels.

Marketing Analyst at MatrixTi, Denver, CO

September 2014 — February 2018

- Facilitated planning and execution of customer and partner satisfaction, loyalty, brand and awareness studies.
- Maintained management scorecard tracking customer behavior trends.
- Orchestrated analyses and distribution of analytical reports that generated substantial improvements in business procedures.

Marketing Analyst Intern at KPMG LLP, Denver, CO

February 2014 — August 2014

- Compiled and analyzed marketing data to support marketing team in developing effective marketing campaigns.
- Maintained and updated marketing database.
- Tracked marketing data across social media platforms.



EDUCATION

MBA, Keller Graduate School of Management, Chicago, IL

September 2016 — May 2018

BS in Business Administration, Marketing, CU Denver Business School, Denver, CO

September 2010 — May 2014



CERTIFICATIONS & CREDENTIALS

BrightEdge SEO Certified

Internet Marketing Certificate

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H Kauffman



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