

# CARLY TRUJILLO

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## DATA ANALYST SUMMARY

- Detail-oriented analyst with 7+ years of experience and a proven track record of analyzing complex data sets, identifying insights, and developing strategies to improve business performance.
- Analyzed marketing campaigns and customer behavior data to identify the most effective marketing channels at Creativity Circle, resulting in a 15% increase in customer acquisition.
- Developed and implemented a data-driven marketing strategy that resulted in a 20% increase in revenue and a 10% decrease in costs at Horizon Inc.
- Awarded "Top Marketing Analyst" in 2021 at Creativity Circle.

## WORK EXPERIENCE

### SENIOR MARKETING ANALYST

June 2019 - Present

Creativity Circle

- Conducted customer segmentation and analysis, resulting in a 10% increase in customer retention
- Analyzed marketing campaigns and customer behavior data to identify the most effective marketing channels, resulting in a 15% increase in customer acquisition
- Collaborated with cross-functional teams to develop and implement marketing strategies based on data insights, resulting in a 20% increase in revenue and a 5% increase in profit margin

### MARKETING ANALYST

October 2016 - June 2019

Horizon Inc.

- Conducted market research and competitive analysis to identify market trends and opportunities, resulting in a 10% increase in market share
- Analyzed campaign data to optimize marketing spend and increase ROI, resulting in a 15% reduction in marketing costs and a 20% increase in revenue
- Developed and implemented a data-driven marketing strategy that resulted in a 20% increase in revenue and a 15% increase in customer acquisition

### MARKET RESEARCH ANALYST

February 2014 - October 2016

HLC Consulting

- Conducted primary and secondary market research to inform product development and marketing strategies, resulting in a 15% increase in product sales
- Analyzed survey data to identify customer preferences and satisfaction levels, resulting in a 10% increase in customer retention
- Developed reports and presentations to communicate research findings and recommendations to clients, resulting in a 100% client satisfaction rate.

## EDUCATION

### BACHELOR'S IN BUSINESS ADMINISTRATION

August 2010 - May 2014

University of Missouri

### HIGH SCHOOL DIPLOMA

August 2006 - May 2010

Jackson High School

## SKILLS

Communication



Collaboration



Data Visualization



Statistical Analysis



## INTERESTS

When I'm not working, you can find me reading a good science fiction novel, traveling, and trying new recipes. I'm also passionate about volunteering for organizations to make a positive impact in my community.