Morgan Montoya

Marketing Analyst

Denver, CO · morgan.montoya@example.com · (303) 555-0107 · LinkedIn · Portfolio

SUMMARY

Marketing analyst with 4 years across apparel retail and banking, working in SQL, Google Analytics 4, Looker Studio and Meta Ads Manager. Rebuilt the paid social attribution model that redirected $180K toward the two highest-return channels, and ran the test that cut cost per lead by 22%. Known for turning campaign data into a clear next step for marketing leads.

EXPERIENCE

Marketing Analyst — Hollowridge Apparel Co.

Denver, CO · Feb 2023 – Present

- Rebuilt the multi-touch attribution model in SQL and Looker Studio, showing paid social drove 30% more first-touch conversions than last-click reporting credited, and redirected $180K of quarterly spend accordingly.
- Designed and read an A/B test on checkout page copy across 60,000 sessions, finding the shorter version cut cost per lead by 22%.
- Built the weekly campaign performance dashboard in GA4 and Looker Studio used by 8 marketing managers to pause underperforming ads within a day instead of a week.
- Segmented 140,000 email subscribers by purchase recency in SQL, giving the lifecycle team 5 audiences whose campaigns lifted click rate by 35%.

Marketing Data Coordinator — Prairie Trust Bank

Denver, CO · Aug 2021 – Jan 2023

- Tracked spend and leads across 6 paid channels in Excel, flagging a display campaign spending $14K a month with a 0.2% conversion rate for cancellation.
- Built UTM naming conventions adopted across 3 teams, ending the mismatched campaign data that had made monthly reporting take 2 days.
- Pulled and summarized Google Ads and Meta Ads data weekly for the marketing director, cutting her report prep time from 4 hours to 45 minutes.

SKILLS

Analysis: SQL (joins, window functions), Excel (pivot tables, XLOOKUP), Python (pandas, basic)

Marketing platforms: Google Analytics 4, Google Ads, Meta Ads Manager, HubSpot

Visualization: Looker Studio, Tableau

Business: Attribution modeling, A/B testing, campaign budgeting, lifecycle segmentation

CERTIFICATIONS

Google Analytics Certification, 2022

EDUCATION

B.S. Marketing, University of Colorado Boulder, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.