

JESSICA LANE

MARKETING ANALYST

CONTACT

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EDUCATION

Business Management

Farmingdale State College

2018-2022

TECHNICAL SKILLS

- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Access
- Microsoft Outlook
- IBM Cognos
- PAWS
- Adobe Acrobat
- DART
- ERA
- Hootsuite
- Ayoa
- Movable Ink
- Salesforce
- Marketing Force
- Confluence
- Minor experience in Google Ads
- Basic HTML & CSS

POWER SKILLS

- Communication
- Critical & Analytical Thinking
- Teamwork
- Adaptability
- Prioritization
- Attention to Detail

REFERENCES

Available Upon Request.

PROFILE

As a dynamic and results-driven marketing professional with a deep understanding of the industry landscape, I am proficient in leveraging soft skills to enhance communication, critical thinking, and collaboration within cross-functional teams. My strong analytical skills allow me to paint a clear picture as to how strategic decisions impact data, and how to use data to implement strong and successful marketing campaigns.

WORK EXPERIENCE

Marketing Analyst - Contract

American Express

June 2022 - Present

- Executed the marketing strategy to streamline Onboarding Email Curriculum, resulting in 7% decrease in opt-out rate, and 19% increase in CTR driving card member engagement and maximizing benefit awareness.
- Streamlined and strengthened the process for execution with improved tools and cross functional relationships, resulting in reduced time to market by an average of 53% and minimizing pauses in email journey.
- Designed and built the first campaign level dashboard for front-end metrics, and continuously track performance. Partner closely with digital teams to ensure accurate tracking.
- Improved operational efficiency of the team with enhanced campaign tracking and budget tracking and training materials.
- Lead end to end marketing execution for two email curriculums – including creative development & changes, partner and legal feedback, creative testing/QA, and overall, back-end campaign set-up.
- Manage updates and maintenance of Digital Guides across all consumer card products - card benefit education webpages.

Marketing Operations Analyst/ Marketing Operations Intern

Publisher's Clearing House

Jan 2022 - May 2022

Jan 2021 - Jan 2022

- Forecasted projections for all customer mailing programs to ensure proper material orders and volume splits. Created strategy notes including all vital information for market segmentation and product specific mailings.
- Built, maintained, and analyzed various database tracking Excel workbooks used in processing conversion mailing results. Reported on weekly sales and overall segment performance.

Marketing Operations Intern

Margot Corporation

Sep 2020 - Dec 2020

- Developed social media content strategy for a non-profit organization. Increased call volume by 3% and analyzed engagement of media content on Twitter (X), Facebook, and Instagram.