

Jessica Lane

Sr. Marketing Analyst

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PROFILE

Marketing analyst with experience across digital acquisition, affiliate marketing, lifecycle strategy, performance reporting, forecasting, and budget management. Skilled at translating complex data into clear business narratives, building reporting tools, managing cross-functional workflows, and supporting partner-driven growth initiatives.

WORK EXPERIENCE

American Express

Sr. Marketing Analyst, Small Business Affiliate Prospect Marketing

Apr 2024-Present

- Lead performance analytics, forecasting, and reporting for a large-scale affiliate marketing channel spanning 30+ partners, delivering executive-level insights to inform strategy, investment decisions, and channel growth.
- Built and scaled a comprehensive partner reporting framework, translating complex performance data into clear, actionable insights used to guide cross-channel strategy and optimize partner contribution.
- Manage multi-million-dollar partner and media budgets, improving operational efficiency and streamlining invoicing processes across partners and agencies while ensuring accuracy and compliance.
- Supported go-to-market roll-out of new affiliate features within the prospect journey, partnering cross-functionally to enhance personalization and drive measurable improvements in acquisition performance.
- Co-led a large-scale, multi-year strategic partner renewal and facilitated recurring cross-functional forums to align stakeholders, identify growth opportunities, and drive adoption of key product and marketing initiatives

American Express

Contract Marketing Analyst, U.S. Customer Loyalty Marketing

Jun 2022 – Apr 2024

- Executed and optimized onboarding lifecycle marketing across U.S. Consumer card products, leveraging data-driven testing and performance insights to improve engagement; reduced opt-outs by 7% and increased CTR by 19%.
- Led end-to-end go-to-market execution for onboarding campaigns, including creative development, stakeholder alignment, legal/compliance review, QA, and launch; improved speed to market by 53% through streamlined processes.
- Designed and launched a campaign performance dashboard, translating engagement data into actionable insights to inform lifecycle strategy and optimize customer experience.
- Managed Digital Guide content across all consumer card products, ensuring clear, accurate value propositions and alignment with product updates and customer experience strategy through cross-functional partnership.

Publishers Clearing House

Marketing Operations Analyst / Intern

Jan 2021 – Jun 2022

- Supported campaign execution processes, projected customer mailing volumes, and developed segmentation strategy notes to optimize targeting and conversion performance.
- Built and maintained Excel-based tracking workbooks to analyze campaign results and report weekly sales and segment performance.

EDUCATION

Farmingdale State College | Bachelor's Degree in Business Management

Sep 2018 – May 2022

TECHNICAL SKILLS

Reporting & Analytics: Excel, Tableau, IBM Cognos, Microsoft Access

Marketing & Workflow Tools: Marketing Force, PAWS, DART, ERA, Hootsuite, Confluence, Adobe Acrobat, AI Tools/ChatGPT