

# JENIFFER RAICA

Marketing Analyst

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## PROFILE

Marketing Analyst with 1 year of experience in leveraging data-driven insights to develop and implement targeted marketing strategies. Proficient in analytics tools and skilled in conducting market research, interpreting consumer behavior, and evaluating campaign performance. Adept at collaborating with cross-functional teams to optimize marketing efforts, drive customer engagement, and support overall business growth.

## LINKS

[linkedin.com/in/jenifferraica](https://www.linkedin.com/in/jenifferraica)

## SKILLS

Tableau

Google Analytics

SQL

Python

Salesforce

Marketo

SPSS

## LANGUAGES

English

Arabic

## HOBBIES

Analyzing consumer trends and market research data

## EMPLOYMENT HISTORY

### Senior Marketing Analyst at Wunderland Group, CT

May 2023 - Present

- Developed a comprehensive marketing strategy that increased brand visibility by 35% and generated a 25% increase in sales within one year at Wunderland Group, CT.
- Implemented data-driven marketing campaigns, leading to a 20% decrease in customer acquisition costs and a 15% improvement in customer retention rates.
- Conducted in-depth market research and analysis, identifying new growth opportunities that resulted in a successful entry into two new markets, increasing the company's market share by 10%.
- Streamlined marketing processes and implemented automation tools, resulting in a 30% reduction in time spent on repetitive tasks and a 5% increase in overall team productivity.

### Marketing Analyst at Gartner, CT

Aug 2022 - Mar 2023

- Successfully increased organic website traffic by 25% within six months through in-depth data analysis, optimization of SEO strategies, and implementation of targeted content marketing campaigns.
- Achieved a 30% improvement in email marketing campaign open rates and a 20% increase in click-through rates within one year, by conducting A/B testing, refining audience segmentation, and optimizing email design and messaging.
- Boosted lead generation by 40% over a nine-month period, resulting from the development and execution of a comprehensive multi-channel digital marketing strategy, including social media, paid ads, and content marketing.
- Played a pivotal role in a 15% revenue growth for Gartner's CT branch in 2019, through the creation and implementation of data-driven marketing strategies, continuous performance monitoring, and collaboration with sales teams.

## EDUCATION

### Bachelor of Science in Marketing Analytics at University of Connecticut, Storrs, CT

Aug 2018 - May 2022

Relevant Coursework: Marketing Research, Consumer Behavior, Data Analysis, Digital Marketing, Marketing Strategy, Business Analytics, Market Forecasting, Social Media Analytics, Customer Relationship Management, and Marketing Analytics Tools.

## CERTIFICATES