

Yessica Smithart

Business Marketing Analyst

Profile

Details

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2343 Pine Street, San Francisco, CA 94115

I am a Business Marketing Analyst with over 3 years of experience. I have worked extensively with marketing teams in order to develop and execute successful marketing plans. My skills include data analysis, market research, and project management. I have a proven track record of increasing leads and sales for my clients. I am passionate about helping businesses grow and thrive through effective marketing strategies

Employment History

Business Marketing Analyst at Google, CA

Apr 2022 - Present

- Implemented a new CRM system that increased customer satisfaction ratings by 15%.
- Led a team of 4 analysts in designing and conducting customer surveys that identified \$2 million in annual cost savings opportunities.
- Successfully negotiated discounts with vendors totaling \$1 million per year.
- Wrote 3 successful proposals for new business, resulting in \$5 million in new revenue.
- Researched and wrote 5 white papers on industry trends that were published by leading trade journals.

Business Marketing Analyst II at Apple, CA

Sep 2019 - Feb 2022

- Led a team of 3 analysts in developing marketing plans for 2 new product launches which resulted in products achieving 35% and 15% market share within the first 6 months, respectively.
 - Implemented a customer segmentation analysis that increased ROI by 20% for targeted campaigns.
 - Conducted comprehensive competitor analysis leading to development of an effective competitive positioning strategy that improved market share by 5 percentage points.
 - Authored white paper on "The Impact of Social Media on Marketing Strategy" which was published in The Journal of Business Research and has been downloaded over 10,000 times.
 - Presented findings from research project on "Consumer Attitudes towards Green Products" at national conference; received Best Paper award.
 - Managed budget of \$1.2 million for direct mail campaign resulting in response rate increase of 4%.
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Education

Bachelor of Science in Business Marketing at University of Southern California

Sep 2015 - May 2019

I've learned how to market and sell products and services to customers.