
Marketing Database Analyst Resume

Job Objective

Seeking the position of Marketing Database Analyst in an esteemed organization.

Highlights of Qualifications:

- Profound knowledge of Oracle, Teradata, SAS and SQL Server
 - Proficient with data modeling and data warehousing
 - Ability to import and export data from CRM databases
 - Sound knowledge of evaluating marketing data and offer observations that influence future marketing campaigns
 - Comprehensive knowledge of manipulating large volumes of marketing data
 - Ability to build good relationship with customer
 - Excellent analytical and critical thinking skills
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Professional Experience:

Marketing Database Analyst
Expedia, Inc., New York, NY
August 2005 – Present

- Implemented processes for lead source identification, capture, evaluation, distribution, tracking & overall performance metrics.
- Conducted and performed CRM data entry and updates.
- Created, generated and distributed reports.
- Responded to ad hoc requests regarding on-going campaign performance.
- Utilized CRM in day to day sales and marketing processes.

Marketing Database Analyst
Interstate Batteries, New York, NY
May 2000 – July 2005

- Developed and produced regular reporting dashboards, summaries and recommendations for marketing and senior leaders.
 - Planned and analyzed lead generation campaigns.
 - Fulfilled customer segmentation and analysis requests in a deadline driven environment.
 - Partnered actively with marketing database project managers to translate campaign specs into list creation process.
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Education:

Bachelor's Degree in Computer Science
Santa Clara University, Santa Clara, CA
Associate Degrees in Database Management
Georgia State University, Atlanta, GA

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