

# Billie Beach

562-654-1235 • billie.beach@student.csulb.edu • <https://www.linkedin.com/in/billiebeach>

## EDUCATION

California State University, Long Beach

Expected: August 2021

**Master of Science, Marketing Analytics** - GPA: 3.5

Relevant Coursework: Marketing Research, Statistical Analysis, Digital Marketing Management

California State University, Dominguez Hills

May 2015

**Bachelor of Arts, Psychology** - GPA: 3.3

Cum Laude, Dean's List Honors (Spring 2013, Fall 2014 - May 2015)

## PROFESSIONAL EXPERIENCE

Experian

August 2015-Present

### **Marketing Analyst**

- Plan, manage, and execute online marketing campaigns including seasonal paid search and affiliate campaigns to enhance customer satisfaction.
- Facilitate tracking and measurement of effectiveness of marketing strategies through assessment initiative including customer input survey analysis of 450+ users.
- Lead all aspects of digital marketing and online presence of program via website, mobile applications, landing pages, and email blasts.
- Implement new CRM system to increase effectiveness in consumer behavior analysis and tracking.
- Report digital marketing engagement metrics quarterly to stakeholders to inform online marketing strategy.

Lewis Corporation

October 2013-July 2015

### **Sales Coordinator**

- Provided sales/revenue data and reports for over 1,000 products semi quarterly and annually
- Managed the correspondence between the sales team and their clients

## COURSE PROJECTS

### **Google Online Marketing Challenge (GOMC)**

October 2020 - December 2020

- Provided marketing consultation for a paired nonprofit organization to evaluate their Google advertising campaigns and performance to help build an effective digital marketing strategy.
- Collaborated with 3 group members via Zoom meetings to coordinate changes and updates to the Google account.
- Communicated recommendations and results to the head of digital media marketing through a written report and virtual presentation.

### **Lincoln's Carry Outs Marketing Research**

August 2020 - December 2020

- Provided marketing consultation to assess business' marketing problem and provide recommendations through data analysis.
- Created an online survey and assessed the acquired data through the use of SPSS to draw insights related to the research objectives.
- Conveyed findings and recommendations to the owner of the business through a digital presentation.

## SKILLS

Programming Languages: Python; Pandas, Numpy, Sci-Kit Learn, Matplotlib

Software: Qualtrics Survey Software, IBM SPSS Statistics, Microsoft Office Suite: Excel, PowerPoint, Word, Outlook

Certification: Google Ads Search Certification