





ERIN KEENA

LEAD MARKETING ANALYST

CONTACT	PROFILE
<p>hello@erinkeena.com </p> <p>586-864-4367 </p> <p>Charlotte, NC </p> <p>linkedin.com/in/erinkeena </p>	<p>Highly analytical, creative, and forward-thinking marketing analyst turning raw data into actionable insights. In-depth knowledge of big data curation, research methodologies, and data visualization. Excellent understanding of marketing operations and KPIs.</p>
SKILLS	EXPERIENCE
<p>Microsoft Office Suite</p> <p>Microsoft SharePoint</p> <p>Domo</p> <p>Tableau</p> <p>Salesforce</p>	<p>LEAD MARKETING ANALYST <i>Eaton Corporation, Charlotte, NC January 2019 – Present</i></p> <ul style="list-style-type: none"> • Assist in the development and deployment of marketing programs & strategies • Support division growth and profitability goals • Develop standard reporting and data to support overall growth targets <p>DATA ANALYST <i>Raycom Media, Charlotte, NC March 2018 – December 2018</i></p> <ul style="list-style-type: none"> • Aggregated data from sales revenue, overhead, metadata, or other compilations to process, mine, and present analyses in a clear and insightful manner • Supported initiatives for data integrity and campaign fulfillment • Created models that depict market trends, forecasts, and opportunities <p>DIGITAL ADVERTISING OPERATIONS SPECIALIST <i>Raycom Media, Charlotte, NC July 2015 – March 2018</i></p> <ul style="list-style-type: none"> • Planned and executed extensive media campaigns which included programmatic display, pre-roll video, and paid social using tactics such as ad scheduling, geo-fencing, keyword contextual, audience segmentation, and site retargeting • Fulfilled multiple aspects of media buys, including compliance, trafficking, and optimization across various social networks, ad servers, and ad buying platforms • Developed and incorporated optimization strategies to improve conversion, retention, and viewer engagement <p>IT CONTRACT MANAGEMENT SPECIALIST <i>Lowes Companies, Inc., Mooresville, NC March 2015 – June 2015</i></p> <ul style="list-style-type: none"> • Facilitated new statement of work contracts, inferred personnel release records, and provisioned new hire resources • Bookkeeping of contractor payroll, including inputting, auditing, and eradication of wages <p>ADMINISTRATIVE ASSISTANT <i>Fiat Chrysler Automobiles, Auburn Hills, MI December 2013 – January 2015</i></p> <ul style="list-style-type: none"> • Served as Powertrain's SharePoint Site Administrator modifying site structure, creating content, migrating content, and managing permissions • Increased productivity by streamlining processes, in turn saving the corporation man-hours and funds
CERTIFICATIONS	
<p>Google Analytics</p> <p>Google AdWords</p> <p>DoubleClick for Publishers</p> <p>TubeMogul Bronze</p>	
PHILANTHROPY	
<p>MEDIA & COMMUNICATIONS CHAIRPERSON Villa Heights Community Org</p>	
EDUCATION	
<p>MASTERS DEGREE Business Administration (MBA) Walsh College 2014-2016</p> <p>BACHELORS DEGREE Business Administration Walsh College 2009-2013</p>	