

Sebastian Wilson

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SUMMARY

Marketing Data Analyst with five years of banking and financial-services experience turning customer, campaign, and market data into practical decisions. Advanced Excel work includes VLOOKUP, pivot tables, Power Query, and reconciliation controls, supported by **Salesforce Marketing Cloud** administration and dashboard development. Configures Email Studio, Journey Builder, Audience Builder, and Automation Studio; maintains audience data; validates campaign logic; and presents findings for marketing, sales, IT, and executive stakeholders. Experience with Tableau, **Salesforce Analytics Studio**, **FIS Business Intelligence**, SAP BusinessObjects, MuleSoft integrations, data warehouses, **external data providers**, and nCino portfolio data supports clear reporting and campaign ROI analysis. Salesforce Marketing Cloud Administrator certified, with additional SAP BusinessObjects and Tableau credentials. Ready to help a community bank turn trusted customer data into stronger engagement, profitable growth, and confident decisions.

EXPERIENCE

Senior Marketing Data Analyst

January 2024 - Present

Lakeview Financial Services

Chicago, IL

- Owns marketing analytics, campaign operations, **Salesforce Marketing Cloud** administration, and executive reporting for consumer and small-business banking programs. Connects customer behavior, product usage, warehouse data, and campaign results with growth decisions across marketing, sales, and IT.
- Rebuilt SQL audience filters for journey entry criteria, reducing manual list preparation for campaign handoffs.
 - Created Tableau dashboards from warehouse, FIS, and external data, giving leaders clearer **campaign ROI** visibility.
 - Established launch test scripts for segmentation, personalization, content, suppression, and timing, resolving defects before deployment.
 - Presented post-campaign analysis linking response patterns with **cross-selling** and **upselling** opportunities for banking stakeholders.
 - Administered Email Studio, Journey Builder, **Audience Builder**, and **Automation Studio** across integrations, users, and deployments.
 - Delivered ad hoc reports translating complex customer findings into concise recommendations for marketing strategy leads.

Marketing Analytics Analyst

January 2022 - December 2023

Midwest Capital Cooperative

Evanston, IL

- Delivered recurring and ad hoc analytics for deposit, lending, and digital banking campaigns. Built validated reporting models, supported Salesforce Marketing Cloud journey planning, and partnered with IT and vendors on data quality, integrations, and stakeholder delivery.
- Built Excel models using VLOOKUP, **pivot tables**, and **Power Query** for reconciled campaign reporting.
 - Mapped customer touchpoints and audience criteria for **Salesforce Marketing Cloud** journey and email workflow planning.
 - Analyzed engagement, propensity, and feedback data to identify checking, credit, and commercial lending opportunities.
 - Documented reporting procedures, data definitions, correspondence, and troubleshooting steps for consistent stakeholder delivery.
 - Investigated automated report failures and **MuleSoft** mismatches, validating corrected outputs with IT and vendors.
 - Delivered monthly reports through SAP BusinessObjects, **Tableau**, warehouse queries, and Excel for **banking** teams.

Data Analyst

June 2021 - December 2021

BrightPath Consulting Group

Oak Brook, IL

- Prepared customer and marketing analytics for regional financial-services clients. Combined survey findings, campaign results, and account summaries into accessible reports, dashboards, and recommendations for nontechnical marketing audiences and client stakeholders.
- Prepared financial-services campaign analysis combining survey findings, response data, and account-level summaries for client reviews.
 - Developed Excel workbooks with **pivot tables**, **VLOOKUP** formulas, exception flags, and documented validation controls.
 - Built Tableau dashboards organizing acquisition, engagement, and product response measures for marketing audiences.
 - Reviewed **Salesforce Marketing Cloud** audiences, content fields, links, and suppression criteria before campaign launch.
 - Researched **banking publications** and vendor updates, summarizing reporting implications for client **campaign operations**.
 - Captured stakeholder requirements during analysis sessions and converted feedback into revised reports and process documentation.

PROJECTS

Banking Campaign ROI Dashboard 📅 2024

A reporting request started with scattered files and ended with one decision-ready view. Combined warehouse, FIS Business Intelligence, and campaign data in Tableau for engagement, conversion, product adoption, and ROI analysis.

Customer Journey Quality Program 📅 2023

One missed suppression rule can change a customer experience. Mapped journey touchpoints, audience criteria, content checks, and deployment controls for Salesforce Marketing Cloud campaign operations.

LEADERSHIP & AWARDS

- Dean's List, DePaul University, 2020 - 2021
- Business Analytics Capstone Presentation Award, 2021
- Academic Excellence Scholarship, 2019 - 2021

EDUCATION

Bachelor's Degree in Business Analytics

2021

DePaul University GPA: 3.8

Chicago, IL

Coursework: Marketing analytics, database systems, business intelligence, financial services

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Administrator 📅 2025
- SAP BusinessObjects Business Intelligence Foundations Certificate 📅 2026
- Tableau Desktop Specialist 📅 2024

TECHNICAL SKILLS

- **Salesforce Marketing Cloud:** Email Studio, Journey Builder, Audience Builder, Automation Studio
- **Salesforce Analytics:** Salesforce Analytics Studio, Financial Services Cloud, user support
- **Business Intelligence:** FIS Business Intelligence, SAP BusinessObjects, SAP Crystal Reports
- **Data Visualization:** Tableau, dashboards, campaign reporting
- **Data Integration:** MuleSoft, data warehouse systems, external data providers
- **Marketing Automation:** Automation workflows, email templates, communication strategies
- **Audience Management:** Customer databases, audience filtering, segmentation
- **Microsoft Excel:** VLOOKUP, pivot tables, Power Query
- **Analytics Methods:** Quantitative analysis, qualitative research, ROI analysis
- **Data Quality:** Report validation, testing, reconciliation
- **Banking Analytics:** nCino Commercial Lending, Portfolio Analytics, product propensity
- **Reporting Operations:** Ad hoc reporting, automated reporting, procedure manuals

SKILLS

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|------------------------------|----------------------------|-----------------------------|----------------|
| • Marketing analytics | • Customer journey mapping | • Report automation | • VLOOKUP |
| • Customer segmentation | • Campaign ROI reporting | • Stakeholder presentations | • Pivot tables |
| • Campaign optimization | • Data validation | • Process re-engineering | • Power Query |
| • Salesforce Marketing Cloud | • Dashboard development | • Microsoft Excel | |

PROFESSIONAL AFFILIATIONS

- Marketing Analytics Association, DePaul University Workshop Coordinator, 2020 - 2021
- DePaul Data Science Club Peer Mentor, 2020 - 2021
- Chicago Financial Literacy Volunteer Network Workshop Volunteer, 2021 - 2023

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST