

Sebastian Wilson

Marketing Data Analyst

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STRENGTHS

- ✔️ **Campaign Quality**
Caught logic, content, and suppression issues before launch. A short test script often saved a long stakeholder conversation.
- ♥️ **Clear Analysis**
Turned complex customer findings into readable reports. Colleagues came back with better questions, which improved decisions.
- 🛠️ **Journey Operations**
Mapped touchpoints and audience rules across Salesforce Marketing Cloud. Small workflow fixes made campaign delivery smoother.
- 👥 **Cross-Team Delivery**
Connected marketing, sales, IT, and vendors during data issues. Calm follow-through built confidence in shared outputs.
- ⚙️ **Practical Improvement**
Reworked recurring reports and validation steps for cleaner handoffs. Better process mattered more than another spreadsheet.

SKILLS

Marketing analytics
Customer segmentation
Campaign optimization
Salesforce Marketing Cloud
Customer journey mapping
Campaign ROI reporting
Data validation
Dashboard development

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

Lakeview Financial Services 📅 January 2024 - Present 📍 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

Midwest Capital Cooperative 📅 January 2022 - December 2023 📍 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.

Report automation

Stakeholder presentations

Process re-engineering

Microsoft Excel VLOOKUP

Pivot tables Power Query

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Marketing Data Analyst at Lakeview Financial Services (2.7 Years)

● Marketing Analytics Analyst at Midwest Capital Cooperative (1.9 Years)

● Data Analyst at BrightPath Consulting Group (6 Months)

- Delivered monthly reports through SAP BusinessObjects, **Tableau**, warehouse queries, and Excel for **banking** teams.

Data Analyst

BrightPath Consulting Group 📅 June 2021 - December 2021 📍 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

DePaul University 🎓 GPA: 3.8 📅 2021 📍 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

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST