

# Jacob Thompson

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## SUMMARY

Dynamic Senior Data Analyst with over 5 years of experience specializing in marketing analytics and data-driven decision-making. Proven track record in using SQL and data visualization tools to derive actionable insights from complex datasets, enhancing marketing channel effectiveness. Expert in applying statistical analysis and experimentation methods, including A/B testing, to evaluate campaign performance and customer engagement. Adept at collaborating with cross-functional teams and understanding campaign objectives. Passionate about transforming data into narratives that inform strategic marketing decisions. Committed to continuous learning and leveraging analytical skills to drive business success.

## EXPERIENCE

### Senior Data Analyst

January 2021 - Present

Tech Solutions LLC

Chicago, IL

Analyze large marketing datasets and identify trends to shape channel strategies. Conduct evaluations of channel performance while measuring campaign impact. Collaborate with CRM and marketing teams to align on campaign objectives and improvements. Create dashboards and visualizations that communicate statistical insights effectively.

- Evaluated channel performance metrics and communicated structured insights for enhancement.
- Developed A/B testing frameworks, improving campaign efficiency and customer engagement.
- Partnered with cross-functional teams to pinpoint analytical needs and adjusted project scopes accordingly.
- Streamlined reporting processes utilizing advanced SQL queries and Tableau dashboards.

### Data Analyst

March 2018 - December 2020

Insightful Analytics Co.

Chicago, IL

Utilized SQL to optimize queries for extensive datasets, delivering actionable insights across various channels. Supported the implementation of marketing initiatives through comprehensive analysis and evaluation of customer data. Fostered collaboration between technical teams and stakeholders to enhance understanding of analytics.

- Conducted in-depth customer segmentation analyses, providing actionable recommendations.
- Created visually engaging reports that conveyed strategic marketing insights to diverse audiences.
- Designed and computed metrics analyzing campaign effectiveness and return on investment.
- Implemented automated reporting mechanisms, significantly reducing project turnaround times.

### Junior Data Analyst

June 2016 - February 2018

DataDriven Solutions

Remote

Assisted senior analysts through data collection and processing tasks. Developed preliminary analyses to support marketing campaigns and client engagements. Engaged directly with clients to gather requirements for performance metrics and reports.

- Supported data cleaning efforts and database creation for enhanced efficiency.
- Contributed to reports focusing on revenue streams and consumer behaviors.
- Engaged with external partners to collect data efficiently and adhered to data compliance standards.
- Learned SQL fundamentals and basic data visualization techniques to assist more experienced data specialists.

## PROJECTS

### Marketing Performance Dashboard 📅 September 2022

Led a team to create a real-time dashboard utilizing Tableau that tracked key marketing performance indicators. Improved access to actionable data, fostering better decision-making among stakeholders.

### A/B Testing Framework Implementation 📅 April 2023

Spearheaded a project to implement standardized A/B testing protocols, leading to more consistent campaign outcomes. Evaluated results using statistical methods and shared findings with stakeholders.

## LEADERSHIP & AWARDS

- Employee of the Month at Tech Solutions LLC, recognized for outstanding data analysis contributions in Q1 2025.
- Recipient of the Data Analytics Excellence Award from Insightful Analytics Co. for pioneering innovative data-driven strategies in 2019.

## EDUCATION

Bachelor's Degree in Data Science

2017

University of Illinois GPA: 3.5

Champaign, IL

*Coursework: Statistics, Database Management, Data Visualization, Marketing Analytics*

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## CERTIFICATIONS

- Certified Analytics Professional 📅 2022
- Tableau Desktop Specialist 📅 2023

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## TECHNICAL SKILLS

- **Data Manipulation:** Pandas, NumPy, SQL
- **Data Visualization:** Tableau, Power BI, Matplotlib
- **Programming Languages:** Python, R, JavaScript
- **Statistical Techniques:** Hypothesis Testing, Regression Analysis, A/B Testing
- **Database Management:** MySQL, PostgreSQL, NoSQL
- **Project Management:** Agile Methodologies, JIRA, Trello
- **Reporting Tools:** Google Analytics, Power BI, Looker
- **Collaboration Tools:** Slack, Microsoft Teams, Zoom
- **Business Intelligence:** SAP BusinessObjects, IBM Cognos, Microsoft Power Query
- **Statistical Software:** SPSS, SAS, Minitab

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## SKILLS

- Data Analysis
- Power BI
- Data Visualization
- Predictive Analytics
- SQL
- Statistical Methods
- CRM Tools
- Data Mining
- Python
- A/B Testing
- Marketing Analytics
- Dashboard Development
- Tableau
- Campaign Measurement
- Customer Engagement
- Reporting and Analysis

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## PROFESSIONAL AFFILIATIONS

- Member of the American Statistical Association since 2018, focused on best practices in data analysis.
- Active participant in Data Visualization Society, engaging in discussions on emerging tech trends.

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## LANGUAGES

- English (Native)
- Spanish (Intermediate)

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## ADDITIONAL INFORMATION

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

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## REFERENCES

AVAILABLE ON REQUEST