

# Maxine Curry

## Marketing Analyst

### AREAS OF EXPERTISE

*PR planning*  
*Marketing analytics*  
*Revenue growth*  
*Business planning*  
*Customer focused*  
*Team meetings*

### PROFESSIONAL

*German (intermediate)*  
*Spanish (intermediate)*

### PERSONAL SKILLS

*Discreet & Trustworthy*  
*Resourceful*  
*Team player*  
*Building relationships*

### CONTACT

*Maxine Curry*  
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*Driving license: Yes*  
*Nationality: British*

### PERSONAL SUMMARY

An intellectually curious and customer-centric self-starter who tackles complex business problems by converting raw data into meaningful and actionable business insights. Maxine is a highly numerate analytical thinker who has the ability to discover hidden insights by using a combination of quantitative and qualitative analysis techniques. Right now she is looking for a suitable position with a company that can offer her an excellent salary and benefits package along with fantastic opportunities for progression in a growing business.

### WORK EXPERIENCE

#### *Company name – Location*

MARKETING ANALYST      Jun 2013 – Present

Responsible for researching and analysing information to help the company and its clients make informed decisions about their market.

#### *Duties:*

- Designing questions and experiments to get consumers to answer specific marketing questions.
- Identifying and then measuring those opportunities that will enhance the company's conversion rates, efficiency and profits.
- Presenting options to managers on how to increase revenue growth.
- Providing data and reasoning on which to base business planning decisions.
- Developing sound strategies to deliver on future projects.
- Improving the quality of data to increase the accuracy and relevance of any conclusions and recommendations.
- Researching consumer trends using data mining and statistical analysis techniques.
- Helping to put together concise marketing material aimed at a specific target.

*Company name - Location*      JOB TITLE      Dates (i.e. Aug 2011 – Jun 2013)

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### KEY SKILLS AND COMPETENCIES

- Fully understand SEO, PPC, mobile marketing, affiliate relationships.
- Ability to develop and present business conclusions to a wide range of audiences based on professional analysis.
- Delivering advanced analytical projects within a fast moving environment.
- Excellent MS Office and advanced Excel skills.
- Highly productive and able to manage workload to deadlines.
- Able to quickly locate and summarise company financial data.

### ACADEMIC QUALIFICATIONS

*Nuneaton University*      *2008 - 2011*  
BSc (Hons)      Sales Management

*Coventry Central College*      *2005 - 2008*  
A levels:  
Maths (A) English (B) Technology (B) Science (C)

**REFERENCES** – Available on request.



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