



Danielle Cruz

Marketing Business Analyst

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Key Skills

- Campaign ROI
- CRM reporting
- Customer segmentation
- Google Analytics
- HubSpot
- Marketing mix modeling

Analyst bridging marketing data with business growth

Marketing business analyst with 5 years of experience measuring campaign success, analyzing customer behavior, and supporting marketing strategy with data.

Professional Experience

Marketing business analyst
EchoReach Marketing | Miami, FL *June 2021 – Present*

- Analyzed email and paid ad performance, identifying \$200K in underperforming spend
- Built customer segmentation models that boosted retargeting click-through rate by 14%
- Provided weekly reports for executives and supported campaign planning

Marketing coordinator
Coast & Cove | Miami, FL *July 2018 – May 2021*

- Managed email campaign performance metrics and suggested optimizations
- Assisted in CRM cleanup project that reduced bounce rate by 18%

Education

Florida International University | May 2018
Bachelor of Science in Marketing