
Loren Jones

Marketing Data Analyst

PROFILE

After recently graduating with a bachelor's degree in English with a concentration in American literature, Loren has furthered her skills by venturing into the corporate world of marketing and project management. In 2021, she presented her research regarding John Steinbeck's *East of Eden* after completing a semester-long independent study program. After completing courses in Google Data Studio and data analysis, she has helped to provide her current workplace with information to make data driven decisions.

CONTACT

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EDUCATION

May 2022

English

Literature

HEIDELBERG UNIVERSITY
– Tiffin, OH

KEY SKILLS

- Microsoft Suite
- Writing
- SQL, Tableau, R, & Python
- Project Management
- Problem solving & adaptation
- Team leadership & cooperation

Certificates

- Google Data Studio
- Google Data Analyst via Cour

PROFESSIONAL EXPERIENCE

Marketing Data Analyst

Canter Power Systems - Greensboro, NC
May 2022 – Present

- Provide daily data regarding lead conversion rates and tracking through dashboards.
- Conducting and analyzing KPIs and statistical data for the furtherment of the marketing efforts. This includes weekly team updates and progress reports as well as assessing project success.
- Managing opportunity partnership relationships between larger organizations such as PNG, AGL, and Dominion NC. Host monthly reviews of data and marketing improvement strategies such as text automation and Facebook marketing campaigns.
- Create and maintain dashboards for KPIs and stats in multiple sectors of the company.

Membership Coordinator

YMCA of Tiffin - Tiffin, OH
February 2020 – July 2021

- Assist current members in activities and engagement during their check-in process.
- Enroll new members and inform them about programs that we offered, such as childcare, gymnastics, and private training.
- Front desk management and file organization.
- Securing membership information/data.

Mission Advancement Intern

Sisters of St. Francis - Tiffin, OH
August 2019 – December 2019

- Coordinate bi-daily Facebook posts of current events within the organization for all three entities.
- Setting up and managing the Giving Tuesday text campaign automation.
- Photography, videography, and interpersonal communication with different departments for the furtherance of the community.