Amit

Marketing Analyst | Digital Marketing Analytics

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SUMMARY

Marketing Analyst with **4+ years** of experience working with campaign data, customer behavior, and acquisition funnels across fintech and BFSI organizations. Uses SQL, Power BI, and Google Analytics to track performance, identify conversion gaps, and turn findings into targeting and budget recommendations. Has run structured A/B tests, built customer segments from behavioral and transactional data, and partnered directly with product teams on onboarding and landing page changes. Comfortable moving between hands-on analysis and presenting findings to stakeholders, with certifications across Google Ads, Google Analytics, and project management.

TECHNICAL SKILLS

Data & Analysis: SQL(joins, aggregations, filtering), Power BI (interactive dashboards, DAX basics), Excel (pivot tables, lookups, data cleaning), Google Analytics (traffic analysis, conversion tracking, event analysis)

Marketing Analytics: Project planning and coordination, stakeholders management, requirement gathering, risk and issue management, project monitoring and reporting**,** Campaign performance tracking, funnel analysis, A/B testing, audience segmentation, attribution analysis, conversion rate optimization (CRO), customer journey analysis, retention analysis

Tools & Platforms: Google Ads, Meta Ads Manager, HubSpot, CRM systems, Looker Studio, Microsoft Excel, Power BI Service

Business Analysis: KPI definition and tracking, requirements gathering, stakeholder communication, reporting automation, data validation, performance reporting, process improvement

Domain Knowledge: Fintech customer acquisition, BFSI campaigns, digital marketing performance, paid media optimization, lead generation strategies

PROFESSIONAL EXPERIENCE

Marketing Analyst **Jan 2026 – Present | Canada**

Wealthsimple

- Analyzed channel performance in SQL and Power BI to flag underperforming segments, then refined targeting across paid and organic campaigns, lifting conversion rates by 18%.
- Built automated dashboards pulling from Google Analytics and CRM data, cutting reporting turnaround by 40% and giving marketing and product teams faster visibility into results.
- Traced friction points in the onboarding journey using behavioral data and worked with product stakeholders on landing page and messaging changes that raised completion rates by 12%.
- Ran structured A/B tests across landing pages and ad creative, using the results to bring cost per acquisition down by 15%.
- Built customer segments from behavioral and transactional data that sharpened campaign relevance and pushed engagement up 20%.
- Presented performance trends and channel insights to leadership, informing budget decisions toward higher -performing acquisition channels.

Digital Marketing Intern **July 2025 – Dec 2025 | Canada**

MacRAE'S

- Drove a 25% increase in website traffic through SEO and SEM work spanning keyword strategy, audience targeting, and content updates.
- Used Google Analytics to identify weak points in campaign performance and adjusted structure and messaging in ways that improved lead conversion by 15%.
- Coordinated campaign execution across multiple digital channels, keeping timelines and deliverables aligned with marketing objectives.
- Prepared performance summaries covering campaign outcomes, engagement trends, and user behavior that supported ongoing marketing strategy and planning.

Marketing Specialist **Nov 2020 – Jun 2023 | India**

Mphasis

- Optimized Google Ads and Meta campaigns through audience targeting, creative testing, and ongoing performance analysis, contributing to a 30% increase in lead generation.
- Built Power BI dashboards tracking acquisition, engagement, and conversion metrics, replacing manual reporting and giving stakeholders reliable, on-demand data.
- Ran cohort analysis to identify high-value user segments, supporting more targeted BFSI campaigns and a 14% lift in conversion rates.
- Mapped drop-off points through funnel analysis and applied fixes that improved funnel conversion efficiency by 16%.
- Partnered with stakeholders to define reporting KPIs, aligning marketing metrics with revenue and customer acquisition goals.
- Tightened data validation and reporting processes, cutting reporting errors by 25% and improving consistency across recurring reports.

EDUCATION

Diploma: Project Management **Sep 2023–Sep 2025**

Algoma University | ON, Canada

MBA in Marketing Management **Jun 2018–May 2020**

Savitribai Phule Pune University | India

CERTIFICATIONS

- **Certified Associate in Project Management (CAPM)** - Project Management Institute
- **Google Ads Search Certification -** Google
- **Google Ads Display Certification -** Google
- **Google Analytics Certification -** Google