

Vikram Shah

Marketing Analyst | Campaign Analytics, Attribution & Insights

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SUMMARY

Marketing Analyst with 3.5 years of experience turning campaign and customer data into budget and strategy decisions for SaaS and retail brands. Built attribution and forecasting models that reallocated \$2.4M in spend, improved marketing ROI by 31%, and cut reporting time by 70%. Skilled in SQL, Tableau, Python, Google Analytics 4, and A/B testing.

SKILLS

Analytics: Marketing Attribution, Funnel & Cohort Analysis, A/B Testing, Customer Segmentation, Forecasting, Marketing Mix Modeling Basics, KPI Design, Statistical Analysis

Tools: SQL, Python (Pandas, Scikit-learn), Tableau, Power BI, Looker Studio, Google Analytics 4, Excel (Advanced), BigQuery

Platforms: Salesforce, HubSpot, Google Ads, Meta Ads, Adobe Analytics

EXPERIENCE

Jun 2023
to Present

Marketing Analyst

Emerald City Software — Seattle, WA

- Built a multi-touch attribution model in SQL and Python that reallocated \$2.4M in annual spend and improved marketing ROI by 31%.
- Designed Tableau dashboards covering 25 KPIs for 40+ stakeholders; automated reporting and cut manual hours by 70%.
- Ran and analyzed 35+ A/B tests, with winning variants lifting trial sign-up conversion by 19%.
- Developed a customer-segmentation model (k-means) that improved email targeting and raised click-through rate by 26%.
- Forecast quarterly pipeline within 6% accuracy, supporting budget planning for a \$9M marketing budget.

Jul 2022
to May 2023

Junior Marketing Analyst

Puget Sound Retail Group — Seattle, WA

- Analyzed campaign performance across email, paid search, and social to identify underperforming channels, saving \$180K.
- Cleaned and joined data from 6 sources in BigQuery to create a single customer-journey dataset.
- Produced weekly performance reports and presented insights to the marketing leadership team.
- Built Excel models for promotion lift analysis used for 10 seasonal campaigns.

SELECTED PROJECT

Churn Insights: analyzed 18 months of behavior data to identify three early-warning signals, informing a retention campaign that reduced churn by 8%.

EDUCATION

Bachelor of Science in Statistics

University of Washington — Seattle, WA
2022 | GPA 3.7

CERTIFICATIONS

- Google Analytics 4 Certification
- Tableau Desktop Specialist
- Microsoft Certified: Data Analyst Associate