

Charles Bloomberg

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EDUCATION

University of Wisconsin-Madison
Bachelor of Science
Major: Economics with Mathematics Emphasis
Madison, WI
August 2014
Honors: Deans List Scholar

PROFESSIONAL EXPERIENCE

Marketing Analyst *June 2015—Present*
Google *Palo Alto, CA*

- Led front-end website redesign of teslamotors.com using ExpressionEngine as a CMS
- Organized and implemented Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce's marketing cloud software
- Recommended marketing research strategies to identify potential markets and optimized landing page variants using A/B testing
- Organized and implemented Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce's marketing cloud software

Marketing Specialist *December 2014—June 2015*
Google *Palo Alto, CA*

- Led front-end website redesign of googlemeters.com using ExpressionEngine as a CMS
- Organized and implemented Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce's marketing cloud software
- Recommended marketing research strategies to identify potential markets and optimized landing page variants using A/B testing

AdWords Marketing Intern *October 2013—January 2014*
Amazon *Seattle, WA*

- Executed bid optimization to achieve optimum return and traffic volume for six national campaigns with a combined budget of 1.6M
- Conducted keyword discovery using online tools, competitive research, and analysis for campaign development

Web Development and Ecommerce Intern *June—September 2013*
California Public Television (CPT) *Sacramento, CA*

- Relied on Google Analytics to track behavior then used the datasets to target demographics when introducing fund raising promotions which brought in over \$235,000.00 in sales
- Refined HTML/CCS framework of CPT.org using Drupal® 7 as a platform along with management of the CPT online store
- Responsible for Intranet redesign, spearheading the project by assembling detailed research reports from leading industry analysts

ENTREPRENEURSHIP & LEADERSHIP

Owner/Founder *October 2010—October 2014*
Vonsnow.com *Madison, WI*

- Created and operated snowboarding-orientated Ecommerce business through adhering to an extensive self-written business plan
- Negotiated equity financing. Raising capital investment from \$1,750.00 to \$13,500.00 allowing for massive inventory growth
- Engineered digital marketing strategy for Facebook, Twitter, Reddit, and email marketing. Web Analytics include: 10,916 unique visitors, 47,465 page views, 4.35 pages/visit, and visitors from over 2,000 unique cities from the 2012 and 2013 seasons

Class President | Scholar *September 2010—May 2014*
Towers-Napp Scholarship *University of Wisconsin-Madison*

- Selected into Towers-Napp Scholar program – awarded to academically outstanding and underrepresented students of all majors

ORGANIZATIONS

Selected Participant *December 2012, 2013*
3-Day Start-Up Competition *University of Wisconsin-Madison*

- Worked on a team to create a business plan and analytical mock-ups. Team mentorship of computer science PhDs and MBA students

Active Member *September 2012—May 2014*
Economics Student Association *University of Wisconsin-Madison*

- Participated in forums and discussions presented by key economic thinkers and companies associated with the university

TECHNICAL COMPETENCIES & WEB PROJECTS

- Adobe Suites: Photoshop, Illustrator, InDesign
- Google Suites: Analytics, AdWords, Webmaster
- Email Technologies: Salesforce, IMAP, POP
- Microsoft Office: Word, Excel, PowerPoint, Access
- Programming Languages: R, SQL, Python
- Data Visualization Software: Tableau, STATA, MATLAB
- Web Dev: HTML, CSS, WordPress, Expression Engine
- Projects: Wezi.io, tangraalguitars.com, linkedinform.com

Languages – English: native. French: intermediate