

Charles Bloomberg

565 Wall St, New York, NJ 10051 • (621) 799-5548 • charlesbloomberg@wisc.edu • in/bloomberg

EDUCATION

University of Wisconsin-Madison

Bachelor of Science

Major: Economics

Minor: Mathematics

Madison, WI

August 2014

Dean's List Scholar

RELEVANT COURSEWORK & SKILLS

Statistics, Introductory Econometrics: STATA

- Relied on STATA to analyze population dynamics of lower-class neighborhoods

Mathematics, Differential Equations & Linear Algebra: MATLAB

- Used MATLAB to manipulate eigenvalues of quasitriangular matrices and convert complex diagonal form to real block diagonal form

Computer Science, Introduction to Programming: Python

- Used the Twitter API to write the basic parts of a Twitter client

PROFESSIONAL EXPERIENCE

Marketing Analyst

June 2015—Present

Google

Palo Alto, CA

- Led front-end website redesign of teslamotors.com using Expression Engine 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 2015—June 2015

Google

Palo Alto, CA

- Led front-end website redesign of teslamotors.com using Expression Engine 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

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

CAMPUS INVOLVEMENT

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

Class President | Scholar

September 2010—May 2014

3-Day Start-Up Competition

University of Wisconsin-Madison

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

TECHNICAL COMPETENCIES

- 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, linkedinforum.com