Charles Bloomberg

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PROFESSIONAL EXPERIENCE

Marketing Analyst

Google June 2015—Present, Palo Alto, CA

• Led front-end website redesign of google.com using Expression Engine as a CMS and worked with marketing team
• 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

Google December 2015—June 2015, 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

Amazon October 2013—January 2014, 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

California Public Television (CPT) June 2013—September 2013, 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

UNIVERSITY PROJECTS

WonSnow

• Created snowboarding-orientated Ecommerce business through adhering to an extensive self-written business plan. Sold company
• 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

EDUCATION

Bachelors of Science in Economics

Minor in Mathematics • University of Wisconsin - Madison • Madison, WI • August 2014 • 3.89 GPA

CAMPUS INVOLVEMENT

Economics Student Association

University of Wisconsin-Madison • Active Member • September 2012—May 2014

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

SKILLS

Google Analytics • Google Adwords • **Tableau** • STATA • **MATLAB** • Microsoft Excel • **HTML** • CSS • **JavaScript** • CrazyEgg