

# Charles Bloomberg

charlesbloomberg@wisc.edu · (621) 799-5548 · in/bloomberg · New York, NY 10051

---

## PROFESSIONAL EXPERIENCE

---

### Marketing Analyst

#### Google

June 2015—Present, Palo Alto, CA

- Relied on bespoke Tableau dashboards to track marketing KPIs. Used data to create recurring reports which were circulated amongst leadership. Worked with marketing specialists to improve marketing strategies to maximize ROI such as introducing Facebook retargeting
- Used Survey Monkey to collect customer feedback which was used to conduct competitive analysis, identify market trends, and calculate NPS. Used customer feedback data and optimization software to present and suggest website improvements to management
- Managed mobile PPC strategy efforts, using Google AdWords Editor and Marin, by teaching marketing specialists best practices to prepare for the behavioral shift towards increased reliance on mobile

### Marketing Specialist

#### Google

December 2015—June 2015, Palo Alto, CA

- Led front-end website redesign of kaplancleantech.com using Expression Engine as a CMS. Optimized landing page variants using A/B testing software, Optimizely
- Responsible for developing SEO strategies, implementing and monitoring campaigns using MOZ Analytics. Maintained performance through constant site analysis, and new keyword research. Prepared analytics and ranking reports which were presented to management
- Managed Google Analytics data tracking campaigns to maximize the effectiveness of email remarketing initiatives that were deployed using Salesforce's marketing cloud software. Used Salesforce Object Query Language (SOQL/SQL) to search data for specific information

### 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 fundraising 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

---

## PROJECTS

---

### WonSnow

Created snowboarding-orientated E-commerce 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 2016 · 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