

Charles Bloomberg

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

PROFESSIONAL EXPERIENCE

Marketing Analyst

Google

June 2015—Present, Palo Alto, CA

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

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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

PROJECTS

WonSnow

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

Bachelor of Science in Economics

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

RELEVANT COURSEWORK

Introductory Econometrics

Statistics • STATA

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

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CAMPUS INVOLVEMENT

3-Day Start-Up Competition

University of Wisconsin-Madison • Selected Participant • December 2012—December 2013

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

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

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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

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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

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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

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- 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

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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

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Towers-Napp Scholarship *University of Wisconsin-Madison*

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ORGANIZATIONS

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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