Jessica Bale

Marketing Analyst

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Summary Qualifications

I am an experienced Marketing Analyst working in the CPG space. I have a reputation for reverse engineering marketing campaigns that back into the desired results and KPI's based on data. I have proven experience creating, managing and implementing traffic driving consumer promotional strategies which result in increase sales.

- Campaigns
- Data Analytics
- User Acquisition
- Marcom
- SEO/SEM
- Content Writing

Experience

Acme Marketing — Seattle, WA

Marketing Analyst — 2014 - Present

Acme Marketing is a marketing agency that caters to Consumer Packaged Goods clients. Acme specializes in collecting and analyzing data to determine marketing strategies for it's clients. Customers are predominantly in the food and beverage industries.

- Directed a successful search engine marketing campaign that utilized solid linking, technical and keyword research tactics. This campaign resulted in a **5% increase in traffic** to the site and an increase of time on site.
- Coordinated national marketing efforts and Retail Division objectives, with Corporate Marketing, Public Relations, Web, Product Marketing, Channel Marketing, and Legal divisions. Launched successful campaigns meeting and **exceeding pre-established KPI goals.**
- Collaborated with senior leadership, business partners, and store sales locations to ensure both the integrity of the brand and achievement of Retail Marketing objectives are met. Critical components of these successful campaigns included but were not limited to sales associate training and weekly meetings to create consistency across all stores. **Individual store sales increased on average by 8%.**
- Partnered with merchandising and advertising teams to maintain the integrity of the clients brand through advertising, consumer and event marketing, and window displays. Key customers include but not limited to toothpaste, breakfast cereals, organic teas, and desserts.
- Provided sophisticated marketing data knowledge and expertise to enable effective direct response campaigns using industry knowledge and internal tools to help clients achieve ROI goals.

Universal Foods Inc — Seattle, WA

Client Relationship Manager — 2014 - 2017

Universal Foods Inc is a frozen foods distributor serving the top grocery and restaurant chains across the United States and Canada.

- Developed strategic partnerships clientele to provide comprehensive service, resulting in strong referral business and year of year growth with existing customers.
- Responsibilities include prospecting and closing new business, as well as building and maintaining strong relationships with existing clients. **Consistently in the top 10%** of the team for closing new business and top **5%** for upselling the account.
- Collaborate with clients to establish campaign budgets and goals, and implement these marketing campaigns across our multiple ad formats. M**aintained a consistently high NPS score** within my book of business. Established a reputation for growing existing small accounts to medium accounts and medium accounts to large accounts.
- Recognized by clients for **providing excellent customer service**, business analytics expertise and follow up, resulting in exceptional retention rate and incremental business growth within the portfolio.

Major Marketing Agency — Seattle, WA

Intern — 2014

The Major Marketing Agency caters to brands in the Pacific Northwest with a focus on the food, wine, and restaurant industries. Major Marketing is known for delivering innovative and niche campaigns that drive specific demographics to very specific behaviors.

- Assisted the Director of Marketing in research projects using **Excel and Quantitative analysis** to determine potential new market segments. Prepared presentation for the Director on the benefits and potential of the new market on sales goals.
- Worked with the Sales department to design swag which would be handed out at various industry conferences. I was responsible for the design, order negotiation, and inventory control over the course of the conference season. The total budget for swag was **$10K**.

Education

University of Washington — *Seattle, WA*

Marketing and Finance — *Bachelors of Science 2013*

Awards

Collegiate Pac10 Debate champion, UW Varsity Golf team 2013

Personal Interests

- Avid golf enthusiast, I play golf at least 2 times a week.
- Coach youth soccer league.