

NICK JANTZ

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OBJECTIVE

To obtain a full time position working with data, where my business knowledge meets my passion for data science, analysis and visualization, while utilizing my experience creating and executing business strategies.

SKILLS

Technical:

Expert Level Excel (VLOOKUPS, pivot tables & macros), R Statistics Package (Linear regression, statistical methods & trend charting), SPSS, Tableau, SQL, Microsoft Access & Power BI and Salesforce

Strengths:

Excellent Communication Skills (Written & Verbal), Quick Learner, Detail Oriented, Creative Problem Solving, Strong Teamwork Abilities, Attention to Detail and Organization Skills

RELEVANT WORK EXPERIENCE

Marketing Manager

March 2017 - Present

Club Automation, LLC

- Develop and implement all aspects of company marketing
- Analyze and report on website metrics to organization leadership using Google Analytics
- Support sales team by reporting and analyzing on key sales metrics
- Use business intelligence tools and research to create models for growth

Search Engine Optimization (SEO) Specialist II

July 2016 - March 2017

CDK Global

- Monitored client website data to determine industry trends from traffic patterns
- Developed and presented additional marketing tactics to clients to help generate sales
- Reported website performance using Google Analytics and proprietary analytics package
- Created and executed website strategies to improve site quality, engagement and traffic

Social Media Analyst

Sept 2014 - June 2016

Traffic Digital Agency

- Ensured timely social media postings by completing multiple tasks and setting deadlines
- Analyzed and reported website metrics to clients via regular digital reports and phone calls
- Created and implemented client marketing strategies aligning with traditional strategies
- Built and executed a social media workflow to ensure active client social media profiles
- Supervised intern by providing daily tasks and professional guidance to ensure growth

EDUCATION

Western Michigan University, Haworth College of Business

December 2013

Bachelor of Business Administration

Major: Marketing, Minor: General Business

- Gathered, organized, and visualized data in clear, concise, and well-documented reports
- Completed courses in Supply Chain Management, Finance and Accounting