

Michael Harris

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SUMMARY

Direct marketing and media analyst with six years of experience translating campaign, retention, spend, response, and customer data into practical business recommendations. Advanced Microsoft Excel user with hands on experience in **cost benefit analysis**, channel evaluation, campaign testing, **re solicitation analysis**, budget tracking, monthly reporting, and **process improvement**. Independently manages concurrent analytical initiatives while aligning work with marketing, media, finance, and analytics stakeholders. Frames ambiguous questions, validates source data, identifies meaningful trends, and explains findings through concise writing, presentations, and discussion. Experience includes direct mail, digital media investment, customer retention, forecasting inputs, recurring performance reporting, and data issue resolution. Brings organized execution, **technical problem solving**, and thoughtful analysis that supports sound marketing investment decisions.

EXPERIENCE

Senior Marketing Analytics Specialist

March 2024 - Present

Northstar Consumer Insurance

Cincinnati, OH

Leads direct response analysis across mail and digital channels, supporting investment decisions through campaign economics, retention insight, testing, budget review, and stakeholder presentations.

- Connected campaign costs, response, retention, and conversion data for **direct mail investment decisions**.
- Built advanced **Excel models** for **cost benefit analysis** and monthly channel spend reviews.
- Designed test readouts across audience, offer, timing, and media variables for actionable decisions.
- Evaluated re solicitation opportunities using response and retention behavior across audience segments.
- Coordinated concurrent analytical projects with **marketing**, media, finance, and analytics partners.
- Presented recommendations with **data limitations**, process issues, and follow up actions documented.

Marketing Analyst

July 2022 - February 2024

Brightline Direct Media

Dayton, OH

Managed acquisition and retention reporting across multiple campaigns, improving data consistency and helping marketing leaders connect media spending with customer **response** and follow up decisions.

- Combined **media** cost, response, conversion, and **customer data** into recurring management reports.
- Maintained Excel channel spend trackers and reconciled variances with media planners.
- Structured cohort retention analyses that informed contact strategy and follow up testing.
- Managed concurrent **campaign** workstreams with documented definitions, deadlines, and review checkpoints.
- Standardized **source checks** and **calculation logic**, reducing manual rework in recurring reports.
- Created presentation materials that translated detailed findings into clear business implications.

Junior Marketing Data Analyst

October 2020 - June 2022

Riverbend Financial Services

Covington, KY

Prepared campaign datasets, reporting workbooks, test control summaries, and project documentation that gave analysts reliable inputs for acquisition, retention, and media decisions.

- Validated campaign source fields and calculated response and cost measures for analyst review.
- Built Excel workbooks using lookups, pivot tables, **conditional logic**, and **structured formulas**.
- Traced unusual response and spend changes to source files or process steps.
- Prepared **test control** summaries for mailing and digital **audience** initiatives.
- Maintained project documentation and reporting calendars across several marketing initiatives.
- Produced charts and presentation exhibits for marketing and operations **stakeholders**.

Data Analyst

October 2019 - September 2020

Peak Market Research Group

Cincinnati, OH

Supported marketing research projects through data preparation, quality review, **trend analysis**, request coordination, and presentation support while building a strong analytical foundation.

- Prepared customer and campaign research data using documented **quality checks**.
- Used Microsoft Excel to clean datasets, reconcile totals, and summarize response patterns.
- Reviewed campaign files for missing values and documented exceptions before calculations.
- Organized **research** requests, source materials, and deliverables across overlapping deadlines.
- Drafted observations from trend tables that connected patterns with business questions.
- Verified figures and definitions across presentation exhibits for senior analyst review.

PROJECTS

Direct Media Investment Review 2025

Analyzed mail and digital investment patterns, connecting cost, response, retention, and conversion findings with practical budget review recommendations for marketing stakeholders.

Campaign Retention Testing Framework 2023

Structured cohort and test control analysis that clarified customer response patterns and supported more thoughtful contact strategy decisions across campaign initiatives.

LEADERSHIP & AWARDS

- Recognized by marketing leadership for clear campaign economics reporting and practical investment recommendations.
- Selected by analytics peers as a dependable resource for Excel models, source validation, and reporting quality.
- Led recurring reporting improvements that gave cross functional partners more consistent monthly performance views.

EDUCATION

Bachelor's Degree in Marketing Analytics

2019

University of Cincinnati GPA: 3.8

Cincinnati, OH

Coursework: Marketing research, statistics, consumer behavior, data analysis

CERTIFICATIONS

- Microsoft Office Specialist: Excel Expert 2023
- Microsoft Office Specialist: Excel Associate 2021

TECHNICAL SKILLS

- **Microsoft Excel:** Pivot tables, lookups, conditional logic
- **Marketing Analytics:** Campaign analysis, response analysis, media analysis
- **Retention Analysis:** Cohort analysis, customer retention, re solicitation analysis
- **Media Measurement:** Channel spend evaluation, direct mail, digital media
- **Financial Analysis:** Cost benefit analysis, budget tracking, variance review
- **Campaign Testing:** Test control analysis, audience testing, offer testing
- **Reporting Systems:** Monthly reporting, management reporting, recurring reporting
- **Data Quality:** Source validation, reconciliation, exception review
- **Project Management:** Project planning, workstream tracking, deadline management
- **Communication Tools:** Presentations, written recommendations, verbal discussion
- **Process Improvement:** Workflow standardization, calculation logic, reporting controls
- **Analytical Methods:** Trend analysis, data interpretation, problem solving

SKILLS

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|------------------------------|----------------------------|-----------------------|-----------------------------|
| • Direct marketing analytics | • Campaign testing | • Monthly reporting | • Trend analysis |
| • Media analysis | • Re solicitation analysis | • Microsoft Excel | • Data interpretation |
| • Cost benefit analysis | • Channel spend evaluation | • Project management | • Stakeholder presentations |
| • Retention analysis | • Budget management | • Process improvement | |

PROFESSIONAL AFFILIATIONS

- Marketing analytics peer community, sharing practical approaches for campaign measurement and stakeholder communication.
- University of Cincinnati alumni network, supporting shared learning across marketing analytics professionals.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST