lannah Johnson   
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**Job Objective:** Database Marketing Analyst position in an established company.   
  
**Highlights of Qualifications:**   
  
In-depth knowledge of large, relational databases and data structures   
Comprehensive knowledge in statistical analysis and methodology   
Possess experience in database development, SQL Server and Oracle   
Excellent written and verbal communication skills   
Strong project management skills   
Possess strong quantitative and qualitative analysis capabilities   
Deep knowledge of developing information processing solutions   
Expertise with Microsoft Excel, Microsoft Access, VBA and Office automation   
  
**Professional Experience:**   
  
Database Marketing Analyst, August 2005 - Present   
Expedia, Inc., Dallas, TX   
  
Partnered with end users to define and develop new reports and analyses.   
Developed data extracts and analysis for users on an ad-hoc basis.   
Made recommendations with respect to quality, correctness, and adherence to standards.   
Reviewed proposed processes and solutions in order to identify technical feasibility.   
Managed development and implementation of functional strategies within the group.   
Developed and maintained application, data and execution architectures.   
Maintained systems previously implemented by the RECAP group.   
  
Database Marketing Analyst, May 2000 – July 2005   
Rockwell Automation, Dallas, TX   
  
Created effective tracking metrics that helped provide insight to drive future strategies and identify business opportunities and problems.   
Worked efficiently with manager and internal marketing clients to prioritize and execute analyses related to marketing initiatives.   
Provided list management and campaign analysis for marketing campaigns.   
Designed marketing targets tests in conjunction with the Marketing leads.   
Tracked customer behaviors and life cycles, response, engagement, and churn.   
Worked effectively with managers to identify data integrity issues and performed data validation tasks to ensure a successful data mart implementation.   
  
**Education:**   
  
Bachelor of Science in Information System, Palo Alto College, San Antonio, TX   
  
Master's Degree in Marketing, Arizona State University, Tempe, AZ