

# MEREDITH WALTER

Digital Marketing Analyst

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## SUMMARY

Passionate, driven, and creative marketing professional with four years of experience in content marketing, analytics, and working in an agile environment.

My mission is to combine my love of marketing with my passion for health and wellness at an innovative company that will enable me to use my creative and analytical skills in a highly motivating and stimulating work environment.

## EDUCATION

**TOWSON UNIVERSITY**  
Honors College  
2011-2015 | CUM LAUDE

B.S. eBusiness + Project Management and Business Analysis

## VOLUNTEERISM

Believe in Tomorrow's Children House Cook  
Pittsburgh Opera Art Song Crew  
Jefferson Regional Hospital Front Desk

## PASSIONS

5 Year Certified Group Fitness Instructor

Classes Taught Include:  
Barre | POUNDfit | Kickboxing | Ab Attack  
Butts & Guts | Total Toning | Boot Camp

## PROFILE

Attentive to Detail | Goal Oriented  
Leader & Team Player | Creative Thinker  
Fast Learner | Organized

## EXPERIENCE

### DIGITAL MARKETING ANALYST | MINDGRUB

- Manages up to 5 website, SEO, & analytics projects at once using an agile methodology, while maintaining client rapport at a level high enough for 90% client re-engagement.
- Visualizes client website analytics, SEO, PPC, ecommerce, and other marketing data in custom Google Data Studio dashboards for insightful reports that facilitate data-driven business decisions.
- Strategizes and implements successful marketing strategies such as Inbound Marketing and Account Based Marketing, marketing automation, landing page optimization, and A/B experimentation optimization.

### ANALYTICS INTERN | R2INTEGRATED

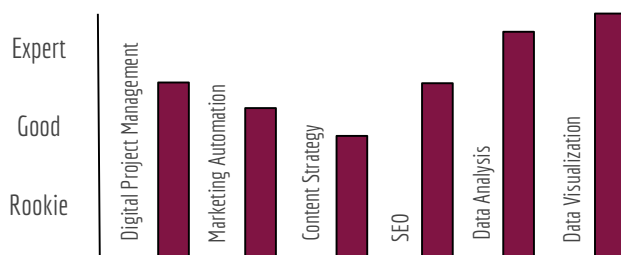
- Worked with Google Tag Manager & Google Analytics using best methods to track user interaction & conversions for clients of various industries.
- Conducted analytic audits for clients to detect website areas of improvement, potential conversion points, and analytic implementation refinements.
- Extracted data and compiled pertinent data points for further investigation in Tableau, which was then visualized and presented to clients.

### MARKETING INTERN | RIGHT SOURCE MARKETING

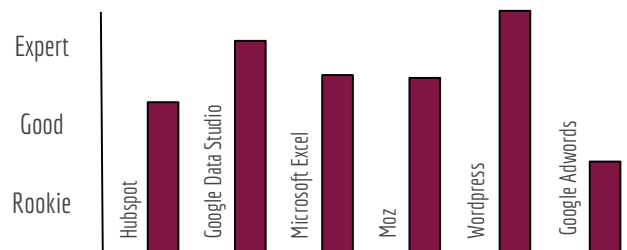
- Curated content, conducted industry research, and managed editorial calendars in Divvy for social media marketing for clients of various industries.
- Gathered data, analyzed, and created insightful, customized monthly reports based off of social media post performance.
- Facilitated client website development projects by inputting content, writing meta data, and collecting imagery.

## SKILLS

### Professional Skills



### Technical Skills



Certifications: Google Analytics, Hubspot Inbound, SCIPM (Student Certification in Project Management)