

Melissa Lower

DIGITAL MARKETING ANALYST

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EXPERIENCE

RED VENTURES

Associate Analyst

Charlotte, NC

August 2016-Present

- Analyzing search landscapes to find opportunities for higher rankings within Google, Bing, and Yahoo.
- Optimizing natural search for GoodCall.com using tools like MySQL, Periscope, and Google Tag Manager.

FREELANCE CONSULTANT

Digital Analytics and Advertising Consultant

Cincinnati, OH

August 2015-July 2016

- Created digital growth plan for a client using web analytics to make digital advertising decisions.
- Presented and executed advertising plan for Facebook Ads and Google AdWords.

DIFFERENTIAL, LLC

Marketing Manager Intern

Cincinnati, OH

May 2015-August 2015

- Managed digital marketing and sales - made data-driven decisions, delegated implementation of marketing campaigns, monitored and pushed the marketing timeline, and improved efficiency of the sales funnel.
- Monitored and analyzed website data using Google Analytics to make marketing decisions regarding the company website and digital advertising (Facebook Ads and Google AdWords).
- Developed website for short-term client using HTML, CSS (with Bootstrap), and JavaScript.
- Managed client relations and project management on a \$100,000 web development contract.

Product Manager Intern

May 2014-April 2015

- Managed product marketing and customer success from acquisition to retention for tech startups.
- Monitored and analyzed user data using tools like Google Analytics and KISSmetrics to help make product decisions.
- Led services sales team by managing two contracted business development employees.

Products: USERcycle (now Astronomer.io), Assistant.io

THE KROGER COMPANY

Corporate Strategic Sourcing Intern

Cincinnati, OH

January 2013-December 2013

- Managed up to 5 department reinvention projects at one time (i.e. Household Needs, Adult Beverage, etc.) which involved coordination between merchandisers, dunnhumbyUSA (84.51°), vendors, and designers, and management of \$100,000 in resources for over 100 different test stores involved in these reinventions.
- Organized pre-bid information, communicated with vendors, led internal calls, and created best practices for the enterprise-wide safety equipment bid resulting in estimated savings of \$1.7 million.
- Communicated new savings programs and ordering information to the expense managers in each division through best practices to ensure that savings were fully executed throughout all 2,500 stores.

CERTIFICATIONS

GOOGLE ANALYTICS CERTIFIED

October 2016-April 2018

EDUCATION

UNIVERSITY OF CINCINNATI

Carl H. Lindner College of Business

Cincinnati, OH

Graduation: May 2016

- Bachelor of Science in Industrial Management; Minor in Information Technology

Lindner Honors-PLUS Program

GPA: 3.82/4.00

- One of 25 students per year accepted into the rigorous 5-year, full-tuition scholarship business program.

Study Abroad - Asia

February 2014-April 2014

- Half-semester professional study abroad to Hong Kong, Beijing, Shanghai, Chiang Mai, and Singapore.
- Visited more than 30 companies including P&G Asia HQ, Unilever Four Acres Singapore, and Nielsen China.

LEADERSHIP

UNIVERSITY CLUB SWIM TEAM

President (2015-2016), Secretary (2014-2015), Founding Member (2012)

OBAIS BOARD OF DIRECTORS

Undergraduate Representative (2015-2016)

SERVICE

JUNIOR ACHIEVEMENT

Taught JA curriculum to first-grade students (Spring 2015)

WOMEN IN TECHNOLOGY

Taught after-school web dev class at an all-girls high school (Nov. 2015)

STARTUP WEEKEND CINCINNATI

Organized Startup Weekend Women with over 30 attendees (May 2015)

Organized Startup Weekend Cincinnati (Nov. 2015)