

ADAM JANAH

Houston, TX

Phone: 1-303-999-8147

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SUMMARY STATEMENT

Successful Business Analyst and Marketing Consultant with a proven track record of digital marketing strategies that produce growth. E-Commerce and Content focused with UX & UI design and Analytics as core competencies. Proven success in project management, ethical vendor negotiations and leadership.

SKILLS & ABILITIES

Business Analysis, Leadership, Analytics, Content Creation & Management, Digital Marketing, Project Management, SEO, SEM, Paid Search, UX, UI, Content Management, Website Optimization, Networking, Security, Hubspot, Google Analytics, SFMC (Sales Force Marketing Cloud), Hootsuite, Marketo, Pardot, GSuite/Office 365, Excel, Website development, SQL, Branding & Identity, Strategic Planning, Data Modeling, Budgeting, Online Marketing, Business Strategy, Statistics, Statistical Modeling, E-Commerce SEO, Public Relations, Microsoft Office, Enterprise Resource Planning, ERP, Pricing Strategy, Optimizely, CrazyEgg, Technical Writing, Team Management, Public Speaking, Conflict Resolution, Community Outreach, Problem Solving. Statistical Tools.

EXPERIENCE

MARKETING CONSULTANT

JANAH MEDIA GROUP 06/16 - PRESENT

- Worked with businesses as a go to marketing consultant to bridge gap between technical backend and business goals to ensure marketing strategy and roll out were in line.
- Designed and implemented A/B and multivariate testing for online channels, websites, and e-commerce platforms to drive funnel conversion and identify areas for optimization using Sales Force Marketing Cloud
- Focus on synergizing digital marketing strategy across all channels to ensure continuity across mediums.
- Worked with clients to streamline CRM integration into daily marketing operations and to track and monitor i/o of campaigns and effect on business.
- Ability to take complex concepts and technical data and break it down into core organizational action framework for business owners and employees to understand and implement.
- Encompassing and detail oriented approach, understand the importance of the details in a large scale operation and how they fit together to create the big picture.
- Create Digital Campaigns with in-depth analytics collection, testing, and measuring to optimize UI and overall experience for end user and convert targets.
- Strong interpersonal skills and ability to break down complex technical concepts into digestible points for non-technical personnel.
- Coordinated with key teams across different business departments to analyze problem areas and develop meaningful solutions using data analytics.
- Identify and analyze key problem areas and issues, develop best-fit solutions, and implementation with monitoring protocols to ensure delivery.
- Proven Ability to identify key areas for growth and prioritize high return targets and initiatives while differentiating between requests and needs.
- Utilization of CRMs to analyze site experience and user behavior, to identify and define segments, and test new concepts and designs for tangible returns in real-time.

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- Work with multiple vendors and teams as well as inter-departments to drive projects from development to completion, lead communication between groups and act as the bridge that connects difficult communication channels.
- Excellent written and verbal communication skills. Ability to lead and direct multiple departments and teams and influence key stakeholders in decision meetings.
- Strong organizational skills and project management ability ensuring scope is clearly defined and all relevant parties are held accountable to schedule and completion of their respective roles.

MARKETING ANALYST

CASDEX 01/15 – 08/15

- Played key role in analyzing and creating strategy for pitching CASDEX solution to Baja Fresh and Oracle for investment pitch.
- Created reports using SAP and Excel to outline growth and KPI's as well as current projects and necessary data analytics.
- Worked with backend team to create front end solutions UI & UX.

HRIS ANALYST

SBI PAY (HRIS & PAYROLL SOLUTIONS) 01/14 – 08/14

- Reported to CEO and CFO on assignments to develop high level reports analyzing processes to identify process improvements to increase efficiency and output.
- Daily communications with executive management to deliver results as well as ensure quality standards and objectives were achieved.

CEO AND CO-FOUNDER

VICTORI LIFESTYLE 06/13 – 12/13

- Created and co-founded a lifestyle company offering consulting, life coaching and apparel to ensure our clients thrive.
- Developed website, social media, and B2C marketing and relationship structures to establish audience and presence in the market.

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- Directly supervised employee engagement and performance management, oversaw the CRM Lifecycle from start to finish, Sales Revenue, Traffic to Lead, Customer Value, Cost per lead.
- Exceptional marketing campaigns achieved 150% over budget revenue.

EDUCATION

UNIVERSITY OF WISCONSIN, B.A. FINANCE

- Rigorous Finance coursework with a major focus on international business, labor, and project development.
- Completed various projects using industry standard research and forecasting practices and models that includes forecasting U.S. S&P 500 and NASDAQ, Housing Markets, Poverty, and Income inequality for the next 25 years.
- **Relevant Coursework:** Financial Analysis & Forecasting Methods, Project Accounting & Management, Portfolio Management.