

## ADAM JANAH

Houston, TX

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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.