**Marketing Operations & Technology Associate**

**MICHAEL NETID**

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Charlotte, North Carolina

**Objective:**

Product Analyst with 6 years of experience working with data to drive product strategy and business growth, and with 1 year of experience at Credit Karma in the Growth Tech Ops Team as a contractor.

**Skills Summary:**

* Strong experience with SQL/Spreadsheet, and extremely analytical
* Experienced in BigQuery, Google Spreadsheet, GitHub, Looker, Jira
* Strong familiarity with marketing analytics frameworks - email, push and in-app analytics
* Strong understanding of Looker, Tableau, Python, Selenium WebDriver, MS SQL Server, MySQL

**EXPERIENCE**

**Credit Karma**, Charlotte, NC **10.2021 – 12.2022**

**Data Analyst**

* Led the migration of 400+ campaigns from using existing tables, saving 1.200+ hours to the marketing team
* Planned and executed a migration of 600+ campaigns between 2 different customer targeting systems and debugged issues to ensure <5% impact
* Presented the migration success weekly to the stakeholders using Looker, Google Slides and other tools
* Led migration analysis, to identify segments of populations that are required to be targeted differently
* Involved in troubleshooting of the failing campaigns and updating SQL queries
* Worked closely with Growth Marketing, Product, Engineering, and others to bring the campaigns to life
* Implement A/B tests to optimize each component of emails, push notifications and in-app messages

**ZeroIn Software Corp.,** Concord, CA **03.2018 – 10.2021**

**Software QA Engineer**

* Involved in Smoke, Integration, Functional, UI, Regression, Exploratory and Production testing
* Involved in project planning, coordination and implemented QA methodologies
* Queried the MS SQL Server for Data Validation over Power BI reports to meet business requirements
* Actively debugged and Q/A coding in Python and SQL
* Participated in Release Review/Requirement Analysis and Design review meetings

**Introscop,** Chisinau, Moldova **01.2016 – 12.2017**

**QA Analyst**

* Extensively using SQL scripts to query the MySQL Databases
* Ensured that assigned applications are accurately tested and met zero defect level

**Technical University of Moldova,** Chisinau, Moldova **09.2013 – 07.2015**

**University Lecturer**

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| * Led seminars, tutorials and laboratory guidance on different road design related objects
* Evaluated more than 160 student works
* Coordinated Topography summer practice with more than 125 students
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**EDUCATION**

**Technical University of Moldova,** Chisinau, Moldova **2013 - 2015**

**Master’s in Civil Engineering**

**Technical University of Moldova,** Chisinau, Moldova **2009 - 2013**

**Bachelor of Civil Engineering**