

BAILEY SULLIVAN

(480) 717-2803
Baileya.sullivan@outlook.com

[Portfolio: Bailey-Sullivan.com](https://Portfolio:Bailey-Sullivan.com)
linkedin.com/in/baileysullivan

EDUCATION

Southern Methodist University, Dallas, Texas

Bachelor of Business Administration, Business Analytics and Supply Chain Management May 2022

Bachelor of Arts, Advertising – Digital Media Strategy Specialization May 2022

Overall GPA: 3.81

SKILLS

SQL, Excel, VBA, Salesforce Marketing Cloud, Adobe Campaigns, Tidal Automation, Informatica, Python, Tableau, Power BI, Alteryx, Google Ad Manager, Google Analytics, HubSpot.

EXPERIENCE

Targetbase

September 2022 to Present

Campaign Data Analyst

Dallas, TX

- Develop, execute, and monitor data-driven campaigns using Adobe Campaign and Salesforce Marketing Cloud, ensuring alignment with business goals
- Perform diagnostic analytics to fulfill research tickets for the client and deliver actionable insights using SQL
- Serve as a key consulting resource in understanding and querying the clients' relational databases in Oracle and ETL processes in Informatica
- Facilitate communication with clients and vendors, presenting findings and strategic improvements effectively
- Implement automation for campaign processes and data loads via Tidal Workload Automation and SFMC
- Conduct and streamline weekly reports and data loads. Identify areas of improvement, reducing errors and execution time by 50%
- Lead the training of new team members and manage documentation updates to enhance process improvements
- Develop SMS messages and EM dynamic content blocks using HTML and AMPscript in SFMC

National Student Advertising Competition

Jan 2022 – May 2022

Media Team Member – Client: Meta Quest

Dallas, TX

- Awarded AAF NCAC 3rd place and Special Judges Award – “Most Uncomfortable Truth”
- Created a budget, schedule, and recommended metrics for future evaluation of this \$10 million campaign
- Established significant insights into the target market and business through primary and secondary research
- Produced a strategic media mix utilizing paid search, paid social, influencers, programmatic, and activations

HousingWire Media

Summer 2021

Advertising Operations Intern

Dallas, TX

- Provided optimization recommendations after sharing campaign performance data for 150 monthly reports
- Analyzed Google Ad Manager and HubSpot CTR, viewability, and impression data
- Generated 19 weekly newsletters in HubSpot

Hunt Institute for Engineering and Humanity

Summer 2020

Marketing Intern

Dallas, TX

- Completed bi-weekly analysis and target market media consumption to develop a media schedule
- Created social media graphics, scheduled posts, and increased social media following by 30%