**Gregory E. Ray**

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**Career Objective:**

Interested in working as a database marketing analyst for a manufacturing setting where my marketing and business intelligence data analysis experience can contribute in business development and growth.

**Summary of Skills:**

* Strong knowledge of business analysis, finance, accounting, and statistics
* Outstanding leadership and computer skills
* Experience in working with analytics tools and database management software
* Expert in working with database query and reporting tools
* Skilled in working with large datasets and meet deadlines
* Sound knowledge of data warehousing techniques

**Work Experience:**

Database Marketing Analyst

Paramount Advertising Company, Des Moines, IA

August 2013 - Present

* Learning business objectives, and products, preparing marketing plans and coordinating with clients
* Collecting, organizing, coordinating, and interpreting multiple databases
* Following fair marketing policies and developing brands
* Tracking and analyzing activities and success of marketing campaigns
* Communicating database requirements with clients and transferring them to the system development team
* Working with marketing, HR, finance, and sales team for business development

Database Marketing Analyst

Apex Market Research Firm, Des Moines, IA

March 2012 - July 2013

* Extracted date from various sources and presented reports on developing methodologies
* Initiated and tested results of clients' digital sales and marketing team
* Translated marketing into easy to understanding format and for data analysis
* Adapted and changed priorities of business intelligence and marketing functions
* Analyzed and ensured quality of marketing and business intelligence data
* Developed smooth and effective planning and data mining techniques

**Education:**

* Bachelor's Degree in Marketing  
  Gogo University, Des Moines, IA  
  2011

**Reference:**

On request.