



Nina S. Sawyer

EXECUTIVE MARKETING // STRATEGY
// DATA SCIENCE // ANALYTICS

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- [LinkedIn](#) | [GitHub](#)

- Data-first Marketing
- Python/SQL
- Team Management
- Modeling & Forecasting
- Ad/Growth Strategy
- Data Analysis
- Visualization & Reporting
- Data Mining
- Market Research

SKILLED

10 / 10

Business Strategy & Reporting

10 / 10

Data Analysis & KPI Measurement

10 / 10

Team and Department Management

10 / 10

Marketing Strategy

ACCOMPLISHED

Utilized predictive modeling to raise departmental deliverables by 13% across all markets /2022

Designed and launched MySQL database for machine-learning models /2020

Exceeded Earned Revenue goal by more than 8% over a 2-year campaign /2018

Provided statistical analysis that converted \$3M+ in investment pledges for owned project /2014

CERTIFIED

(Google) Analytics Individual Qualification (IQ) /2021

(Google) AdWords /2021

Meta (Facebook) Marketing Science Professional /2022

Meta (Facebook) Media Buying Professional /2022

WGU Data Analytics Fundamentals /2022

EXPERIENCED

CopyPress, Inc. / Nov 2021 – Jan 2023

Director of Strategy / 2021 – 2023

- Relational Database Management and Design
- Business Data Analysis
- Data Reporting/Visualizations
- Managing teams of Marketing and Data Analysts

Green Tea Design and Development / Jan 2015 – Nov 2021

Search Engine Optimization Analyst / 2016 – 2021

- Develop Optimization Strategies
- Keyword Analysis and Research
- Conduct A/B Testing
- Execute Link Building Strategy

Web Developer and Designer / 2015 – 2020

- App and Web Development
- Data-first Web Content Strategy

Pink Ink Editorial / Apr 2007 – Jul 2021

Digital Marketing Director / Apr 2018 – present Jul 2021

- Global Digital Marketing Strategy
- Project Management; Ad Management
- Staff and Department Management

Senior Digital Marketing Manager and Analyst / 2012 – 2018

- Database Management
- Test Digital Campaigns to Identify Opportunities
- Collect Behavioral Data/Data Acquisition
- Build Digital Campaigns to Support Data Trends

Digital Marketing, Automation Manager / 2010 – 2012

- Global Digital Marketing Strategy
- Product Marketing Strategy
- Financial Planning and Budget Consolidation

Jasmine Jade Enterprises, LLC / Sept 2013 – Jan 2015

Special Project Manager; Managing Editor

- Content Marketing Strategy
- Product Development
- Project Management
- Internal App Development/Debugging

EDUCATED

Data Science and Analytics – Master of Science

Western Governors University 2023

Marketing – B.S. Business Administration

Western Governors University 2021