

Cody J. Goodin

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EXPERIENCE

- 2018-2019 **MONNIT CORPORATION** Salt Lake City, UT
Marketing Coordinator – Digital Marketing & Analytics
- Headed digital campaigns with the highest ROI in company's history leading to employee of the year award.
 - Managed multi-step ABM campaigns in multiple verticals and \$100,000+ monthly PPC budget on multiple platforms with over 50+ campaigns. Oversaw technical site and search management rankings and reports.
 - Used Tableau to conduct geographic sales analysis, improve PPC campaigns and analyze client trends. Participated in creative strategy sessions with CEO and marketing team to improve company brand and reach.
- 2016-2018 **ZIPLINE CAREERS LLC** Salt Lake City, UT
Marketing Analyst – Sales & Marketing Strategy
- Led 12+ user survey designs, execution, and analyses to build strategic user profiles and meet campaign goals.
 - Orchestrated PPC campaigns on multiple platforms and directed weekly efficiency reviews and revisions.
 - Implemented UX benchmarking models and KPIs to improve customer conversions. Grew lead generation results 57% in Q1 of 2018 with improved Conversion Rate Optimization (CRO) methodologies.
- 2016 **ZIONS BANCORPORATION** Salt Lake City, UT
Data Analyst – Retail Banking Operations
- Created dashboards for executive management in Excel designed to monitor financial centers' employee and commercial performance. Experience includes credit analysis and tracking employee efficiency.
 - Regularly collaborated with SVP Finance & Analytics toward managing financial center resources and staff.
 - Employed Visual Basic code in Excel to automate extended processes in report generation and maintenance.
- 2015-2016 **NATURAL HISTORY MUSEUM OF UTAH** Salt Lake City, UT
Business Data Analyst – Accounting & Finance Department
- Evaluated daily and monthly revenue trends for museum management to improve business strategy.
 - Organized fiscal year reports concerning clients' travel patterns, spending habits and entertainment goals.
 - Performed ad-hoc analyses on geographic data highlighting visitor diversity and spending. Report used by Museum Director before Utah Legislature toward successfully reaching funding aims of \$200,000.
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EDUCATION

- Fall 2015 **THE UNIVERSITY OF UTAH** Salt Lake City, UT
Bachelor of Science in Economics, Minor in English Literature
- **Honors:** Dean's List (5 semesters), Cumulative GPA: 3.52/4.00, Departmental GPA: 3.78/4.00
 - **Activities:** Writer – *The Daily Utah Chronicle*, Research Assistant – David Eccles School of Business
 - **Internships:** International Rescue Committee Microenterprise Development Program (Summer 2015), University of Utah Athletics Department (Fall 2014), Office of Mayor Ralph Becker (Summer 2013)
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SKILLS

- **Certifications:** Google Analytics Individual Qualifications (GAIQ), Google Ads/AdWords (Search, Display, Mobile, Video & Shopping Advertising), Bing Ads Accredited Professional (BAAP)
- **Web & Design:** JavaScript, HTML5, CSS3, WordPress, Bootstrap, Adobe (Ps, Ai, Id, Dw, Xd)
- **Data & Analysis:** Microsoft Excel (Visual Basic), MS SQL Server, Tableau & Crystal Reports
- **Languages:** Arabic (MSA/Levantine dialect) & Spanish