MARIUM HAQUE

MARKETING OPERATIONS & ANALYTICS

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PROFILE

Marketing operations and analytics professional who connects campaign strategy, CRM systems, and reporting. Experience building dashboards, improving workflows, protecting data quality, and translating multi-source data into decisions across retail, agency, consulting, education, and enterprise technology environments.

CORE SKILLS

Marketing Operations: Campaign reporting, CRM data hygiene, audience analysis, workflow design, requirements gathering, process documentation
Marketing Analytics: Campaign performance, ROI analysis, KPI definition, paid media, dashboard design, data storytelling
Platforms: Salesforce (Flows, data models, reports/dashboards), HubSpot reporting, Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads
Data & Delivery: SQL, Python, Power BI, Tableau, Excel, ETL, Jira, ServiceNow, Microsoft 365

EXPERIENCE

CyrusOne | IT Administrator **Sep 2024 – Present**

- Maintain enterprise identity, access, and support systems in a global data-center environment, protecting data quality and audit-ready records used across business operations.
- Own escalated ServiceNow and Jira requests end to end, coordinating across teams and sites to resolve issues, document outcomes, and reduce disruption.

Kid Power | Salesforce Analyst & Lead Instructor **Nov 2023 – Sep 2024**

- Translated reporting and workflow needs from 50+ stakeholders into Salesforce data models, Flows, reports, and dashboards, tripling self-service reporting adoption.
- Built data dictionaries, setup guides, and training that reduced onboarding time 40% and enabled users to maintain accurate records independently.

Berkeley Research Group | Data Analyst Intern **Apr 2023 – Aug 2023**

- Built Python and SQL pipelines and dashboards that converted multi-source data into leadership-ready analysis, reducing reporting delays 30%.
- Synthesized complex findings into clear, evidence-based narratives for technical and non-technical stakeholders.

Perfect Search Media | Digital Strategy Analyst **Dec 2022 – Aug 2023**

- Built Tableau and HubSpot performance dashboards that brought paid, organic, and CRM data into one decision-ready view for client teams.
- Partnered with clients to define KPIs, interpret campaign results, and recommend channel optimizations tied to marketing goals and ROI.

George Mason University Housing & Residence Life | Resident Advisor **Aug 2021 – May 2023**

- Supported 100+ residents through community programming, policy communication, conflict resolution, crisis response, and coordination with university partners.

Best Buy HQ | Digital Strategy & Partner Analyst **May 2022 – Aug 2022**

- Analyzed campaign and partner-workflow data across national programs to identify delivery bottlenecks, operational waste, and optimization opportunities.
- Redesigned reporting automation and approval steps, improving on-time delivery from 70% to 98%, and presented insights to marketing, product, and operations partners.

Best Buy HQ | Marketing Search Strategy Intern **May 2021 – Aug 2021**

- Supported paid-search strategy and recurring campaign reporting, identifying performance trends and translating results into concise stakeholder updates.
- Coordinated with cross-functional partners to keep analyses, recommendations, and campaign deliverables accurate and on schedule.

EDUCATION

George Mason University, School of Business | Business Analytics coursework, 120 credits completed