DELANEY WATKINS

CONTACT INFORMATION

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Location: Bellevue, WA

CAREER OBJECTIVE

Looking for my next opportunity to enhance the skills I have acquired. In an environment that has work place autonomy, fast paced, team oriented and data driven.

CERTIFICATIONS:

Google Analytics Individual Qualification
Business Research Certification
Microsoft Office Suite Certification

HARD SKILLS

- Proficient in the Adobe Suite Software
- Excel Spreadsheet engineering training
- Canva
- Qualtrics & SPSS training
- RStudio
- Data Visualization
- Social Media Savvy across all below platforms (Facebook, Instagram, Pinterest, Snapchat, Tik Tok, Twitter, and Youtube)

SOFT SKILLS

- Team collaborator
- Detail Oriented
- Enjoy leadership roles
- Hungry to Learn
- Problem Solving
- Thrive in a multi-tasked enviroment
- Data Driven

WORK BACKGROUND

Marketing Assistant
WINDERMERE REAL ESTATE MIDTOWN | JANUARY 2022 - SEPTEMBER 2022
- Email Marketing
  - Monthly News Letters
  - Local Market Stats turned into a video post
- Agent websites creation
- Agent Database Sweep/Updates
- Social Media Post Management and Engagement
  - Instagram post template creation
  - Post-management for company Instagram
  - Instagram Reel creation
- Project Management
  - scheduling daily tasks and meetings for three coordinators

Marketing & Research Contractor
C4G MEDIA | SEPTEMBER 2020 - PRESENT
- Successfully drove campaigns across multiple social media platforms including Facebook, Instagram, and Twitter
- Collected consumer data from social media web traffic to our surveys though Qualtrics
- Interpreted data using Excel VBA and RStudio to create visual models for presentation
- Implemented new marketing tactics based on consumer data. Which led to a 12% growth in website traffic.

Business Research Certification
WASHINGTON STATE | JAN-MAY 2021
- Collected data using Qualtrics
- Analyzed results using SPSS and regression models
- Found relationships between clothing/ cosmetic ads and how they affect women's perceptions of confidence and likeability.

ACADEMIC TRAINING

University of Washington
Seattle, WA

Master in Science in Real Estate Data Analytics
Expected Graduation June 2024

Washington State University
Pullman, WA

Bachelor of Arts in Business Administration
  Emphasis in Marketing
    Minor in Anthropology

- Gained cultural relativism through anthropology minor
- Member of Marketing Club & Delta Delta Delta Sorority

COVID-19 and its effect on Tourism Study
WASHINGTON STATE | AUG - DEC 2020
- Collected survey data via Qualtrics (593 responses)
- Analyzed results using Rstudio with regression models
- Found the relationships between multiple generations and their perception of when and what type of travel they would enjoy after 4 months under quarantine