

CAMRIN NEISS

CONTACT

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camrinneiss.com

SKILLS

Analytics & Data

- Google Analytics (GA4)
- Excel / Google Sheets
- SQL
- HubSpot & Salesforce
- Data Visualization
- A/B Testing

Marketing

- SEO & Content Strategy
- Google Ads & Meta Ads
- Email Marketing
- Landing Pages
- CRO & Attribution

Development

- React & JavaScript
- HTML / CSS
- Responsive Design
- REST APIs & Git
- Webflow & WordPress
- Email Templates

EDUCATION

BBA, Marketing

San Diego State University

CERTIFICATIONS

Meta Front-End Developer
Professional Certificate

Marketing Analyst • Web Developer • Growth Generalist

Marketing professional who bridges the gap between strategy and execution. Combines data analytics expertise with full-stack development skills—meaning I don't just identify what needs to be built, I build it. From landing pages and email templates to analytics dashboards and custom web apps, I reduce dependency on engineering resources while driving measurable results.

EXPERIENCE

Marketing & Analytics Consultant

Independent • 2024 – Present

- SpadesFitness.com: Designed, built, and launched full e-commerce site end-to-end; implemented analytics and ran campaigns driving 100+ digital product sales
- Plinza.com: Solo-developed React web app from scratch; led GTM strategy and user research for university pilot reaching 500+ students
- Build landing pages, email templates, and marketing assets directly—no engineering handoff required
- Implement analytics infrastructure, conversion tracking, and attribution systems across client platforms

Marketing Data Analyst

Reforge • Contract • 2023 – 2024

- Analyzed marketing funnel and engagement data using Google Analytics and HubSpot, identifying optimizations that improved email CTR by 10% and response rate by 12%
- Built and maintained marketing dashboards tracking CAC, LTV, and conversion metrics across acquisition channels
- Cleaned, segmented, and audited datasets of 50K+ records to ensure accuracy across weekly marketing reports
- Partnered with growth team to design A/B tests and analyze results, directly informing campaign strategy

Digital Marketing Specialist

Doctor Multimedia • 2020 – 2022

- Managed SEO, Google Ads, and website optimization for 15+ clients across healthcare and professional services
- Built and maintained client websites, landing pages, and conversion funnels—handling both strategy and implementation
- Increased average client organic traffic by 35% through technical SEO audits and content optimization
- Managed Google Ads campaigns with combined monthly spend of \$25K+; improved average ROAS by 22%