

# INEZ DOHERTY

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## EDUCATION

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Elon University, Elon, NC

May 2019

Bachelor of Arts: **Media Analytics**

**Honors:** Communications Fellow, Elon Presidential Scholarship Recipient

## SKILLS

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**Certifications:** Google Analytics, Google Ads, Google Tags | **Data Visualization:** Tableau, Google Data Studio

**Analytics:** R, MozBar, Hootsuite, Facebook Insights, Twitter Analytics, Google Double Click | **Web:** HTML, CSS

**Spreadsheets:** Microsoft Excel, Google Sheets | **Adobe Creative Suite:** Illustrator, InDesign, Premiere, Photoshop

## WORK EXPERIENCE

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MullenLowe Mediahub (IPG), New York, NY

June - August 2018

*Analytics Intern*

- Built automated quarterly reports in Google Data Studio using Google Analytics Data to streamline reporting timeline from two weeks to one day for the Joint Advertising and Marketing Research & Studies Department (Department of Defense)
- Produced weekly client deliverables using Google DoubleClick Manager data to inform decision making for Staples and New Balance
- Compiled Google DoubleClick Manager data and first party data to analyze results with Pivot tables and Vlookups for Staples, Harley Davidson, New Balance, and Royal Caribbean
- Utilized Tableau to revamp a dashboard for Royal Caribbean, creating a cleaner and easier-to-read presentation

Omnicom Group, London, UK

March - May 2018

*Digital Analyst Intern*

- Budgeted a Google Search campaign of \$2,000 and generated 8,000+ keywords
- Optimized client webpages for search engines through meta tags, descriptions, and headlines
- Contributed audience research for digital ad campaigns

RLF Communications, Greensboro, NC

May - August 2017

*Social Media Intern*

- Created blog and social media content for daily and weekly postings, leading to a 30% increase in followers
- Collaborated with supervisor to create and implement campaigns for multiple clients
- Monitored analytics with social media to identify sources of potential improvement

## LEADERSHIP & CAMPUS INVOLVEMENT

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Elon News Network, Elon, NC

January 2018 – May 2019

*Director of Analytics/Analyst*

- Lead a team of 5 analysts to create monthly reports utilizing Google Analytics and social media data to provide insights for the organization
- Present findings and recommendations to the Executive Board at monthly meetings

El Centro, Elon, NC

August 2016 – May 2019

*Student Ambassador*

- Coordinate and advertise educational programs for the campus community that create a deeper understanding of Latinx/Hispanic identities and cultures and promote intercultural competence
- Plan and implement recognition programs to highlight the achievements of Latinx/Hispanic students on campus
- Work effectively with a team of 10 student coordinators to oversee student operations in the office

Elon University Poll, Elon, NC

October 2015 - May 2018

*Student Poll Supervisor, Student Surveyor*

- Maintained instrument administration and data entry integrity in telephone-interviewing lab
- Conducted regional and statewide surveys to measure issues, policies, and candidate support