

Hannah Rose Bergman

misshannahbergman@gmail.com | [406.899.2423](tel:406.899.2423) | [linkedin.com/in/hannahrosebergman](https://www.linkedin.com/in/hannahrosebergman) | [hannahrosebergman.com](https://www.hannahrosebergman.com)

PROFESSIONAL EXPERIENCE

Blue Dog Media Group | Dayton, OH

Digital Marketing & Website Operations Manager

October 2020 - Present

- Utilized data analysis techniques to evaluate digital marketing and website optimization campaign performance, identifying opportunities to maximize ROI, ensuring efficient budget allocation and alignment with individual client marketing objectives.
- Created reports and dashboards using Looker Studio, providing clients access to real-time insights into campaign performance through custom-made templates tailored to each client's specific KPIs.
- Met with clients on a regular basis to review reporting with them to provide feedback, ensure their understanding of results, verify goal attainment, and build trust - leading to improved client satisfaction and retention.
- Leveraged GA4 to collect, analyze, and interpret consumer behavior data. Utilized insights from these data analyzes to optimize ad campaigns and marketing efforts to personalize touchpoints to send the right message to the right person at the right time. Additionally, enhanced landing page and website performance by better understanding visitor behavior, reducing bounce rates and driving conversions.
- Established and maintained Google Analytics 4 (GA4) accounts and properties, implementing Google tags using both Google Tag Manager (GTM) and manual methods to collect data from websites and Firebase SDK for apps. Configured Google tag settings via GTM and the GA4 site to enable cross-domain measurement, identify unwanted referrals, and exclude internal & developer traffic.
- Built strong working relationships with new and existing clients, contributing to a 47% increase in our agency's client portfolio. Collaborated effectively with the sales team to attract and retain clients, fostering long-lasting relationships.
- Effectively led a team of 8 marketing specialists, collaborating closely to develop project deliverables, establish clear deadlines, and ensure projects were completed on time and to the highest standards.

Digital Marketing Specialist

October 2017 - October 2020

- Planned and implemented digital marketing strategies and campaigns across various online advertising channels, including Google Ads, paid social, Hulu, and email marketing.
- Performed routine SEO site audits to analyze website performance, identify optimization opportunities, and implement strategic enhancements to improve site ranking and overall search visibility.
- Developed and maintained user-friendly, responsive websites using HTML, CSS, and JavaScript to create interactive and engaging front-end components that enhanced UX and drove conversions for e-commerce and medium-to-large sized, service-oriented businesses.

EDUCATION

Masters of Science in Data Analytics, *Western Governors University* | Salt Lake City, UT

Expected: May 2024

- Coursework: Adv. Data Analytics, Adv. Data Acquisition, Data Cleaning, Predictive Modeling, Data Mining
- Gained proficiency in Python - Matplotlib, SQL, & Tableau

Bachelor of Science in Computer Science, *Western Governors University* | Salt Lake City, UT

June 2023

- Coursework: Advanced Data Management, Database Management & Programming
- Acquired in-depth knowledge of RDBMS design, implementation, and management, primarily in MySQL

Bachelor of Arts in Anthropology, *University of Montana* | Great Falls, MT

May 2015

CERTIFICATIONS

BI and Analytics with Looker ([Nov 2023](#)), Google Analytics - GA4 ([Mar 2023](#)), Google Ads ([Mar 2023](#)), AWS Certified Cloud Practitioner ([Jul 2023](#)), ITIL 4 - IT Service Management ([Jan 2023](#))

SKILLS & TECHNICAL EXPERTISE

Data Visualization: Google Ads, Looker Studio, Looker, Tableau, Excel

Web Analytics & SEO: GA4, Google Search Console, PageSpeed Insights, SemRush, Screaming Frog, GTmetrix

Languages & Libraries: SQL, Python (Pandas, NumPy, Matplotlib), HTML/CSS/JavaScript (Front-End Development)

Software & Other Technology: Microsoft Office Suite, MySQL, phpMyAdmin, CMSs (WordPress, Shopify, BigCommerce, Squarespace), Hosting Platforms (HostGator, Hostinger, GoDaddy, Lightsail - cPanel & WHM), VMs (AWS EC2, VirtualBox), Systems (Linux [Ubuntu], macOS, Windows), Version Control (Git, Github)