

Carlos Munoz

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Qualifications Summary

Marketing Data Analysis | Campaign Performance Optimization | Market Research

Data-driven marketing analyst with an MS in Marketing Analytics specializing in campaign optimization, customer insights, and performance measurement. Experienced translating complex datasets into actionable strategy across SEO, paid media, CRM, and multi-channel funnels. Skilled in analytics, experimentation, and stakeholder reporting to improve ROI, engagement, and revenue growth.

EXPERIENCE

Northern California SBDC, Hayward, CA

2025 – 2026

Consultant

- Develop comprehensive digital marketing strategies and analytics frameworks for diverse small business clients.
- Execute multi-channel campaigns, structured content calendars, and funnel optimizations to improve customer engagement.
- Build dashboards, keyword clusters, and A/B testing plans that increase conversions and measurable ROI.
- Consolidate and validate multi-source datasets, ensuring integrity and accuracy before analysis and reporting.
- Translate complex performance metrics into actionable insights through reports and stakeholder-ready visualizations.
- Lead go-to-market planning, budgeting recommendations, and cross-functional performance reviews with advisors and clients.

Salesera, Cupertino, CA

2023 – 2023

SEO Analyst Intern

- Optimized organic search rankings and paid placements through structured keyword research and technical audits.
- Analyzed impressions, click-through rates, and conversion data to refine content and landing page strategy.
- Conducted on-page and competitive analyses using SEMrush, Moz, and Screaming Frog SEO tools.
- Delivered recurring SEO performance reports that identified growth opportunities and improved acquisition efficiency.

Businessera, Cupertino, CA

2023 – 2023

Social Media Marketing Intern

- Tracked reach, engagement, and audience metrics to evaluate content performance across social platforms.
- Produced weekly reports highlighting insights that guided creative strategy and scheduling improvements.
- Collaborated cross-functionally to maintain consistent brand messaging and coordinated campaign execution.

Salesera, Cupertino, CA

2023 – 2023

Market Research Intern

- Designed quantitative and qualitative research studies to evaluate customer behavior and campaign effectiveness.
- Cleaned, validated, and standardized datasets to ensure reliable insights and consistent reporting accuracy.
- Built dashboards and summary reports in Excel and Google Sheets for cross-functional stakeholders.
- Identified trends, anomalies, and key performance drivers that informed strategic marketing decisions.

Apple Inc., Cupertino, CA

2019 – Present

Product Specialist

- Support service activation and onboarding experiences that strengthen adoption and long-term customer satisfaction.
- Partner with sales, operations, and marketing teams to execute programs and improve cross-channel performance.

PROJECTS

California State University, East Bay, Hayward, CA

2025 – 2025

Customer Churn & Revenue Risk Analysis • Marketing Analytics Capstone Project

- Built logistic regression model on 7,000+ customer records using Python, Excel, and Tableau.
- Identified churn drivers and designed dashboards to forecast revenue risk and inform retention strategy.

Stukent, Hayward, CA

2024 – 2024

Digital Marketing Analytics Simulation

- Analyzed cross-channel performance (SEM, paid social, display); optimized spend allocation and attribution.
- Designed experimentation frameworks and performance reports to improve acquisition efficiency.

EDUCATION & CERTIFICATION

Master of Science (MS) in Marketing Analytics • California State University, East Bay

Bachelor of Science (BS) in Business, Management, Marketing, and Related Support Services • San Jose State University

Associate of Science (AS) in Marketing • Evergreen Valley College

SKILLS

Technical: Excel | SQL | Python | JupyterLab | Google Colab | Tableau | GA4 | Cognos Analytics | Looker Studio | SPSS | Qualtrics | SEMrush | Moz | Screaming Frog | Google Ads | Google Trends | Google Search Console | Hootsuite | Salesforce | Asana | HubSpot | Microsoft Office | Google Workspace | Adobe Creative Suite | Creative Studio | Figma | Canva | SAP | CRM | MDM | ABM | Teams | Slack