

PROFESSIONAL SUMMARY

Marketing Analytics and Lead Generation Analyst with **3+ years** of experience **analyzing acquisition performance, lead quality, marketing attribution, conversion funnels,** and **customer journeys across CRM, web, paid media, email,** referral, and operational data. Skilled in **SQL, Power BI, GA4, GTM, Adobe Analytics, Advanced Excel,** CRM, and **marketing automation.** Built **lead intelligence and acquisition analytics** systems spanning 788+ historical leads, cross system outcome validation, **executive dashboards,** and automated lead workflows to support source optimization, **lead prioritization,** and **growth decisions.**

CORE COMPETENCIES

Marketing Analytics | Marketing Data Analysis | Growth Analytics | Landing Page Analysis | Campaign Performance Analysis | Marketing Attribution | Acquisition Analytics | Lead Generation Analytics | Customer Analytics | Customer Behavior Analysis | Customer Journey Analytics | Conversion Funnel Analysis | Audience Segmentation | Cohort Analysis | A/B Testing | Experimentation | SEO Analytics | Retention & Churn Analysis | KPI Reporting | Dashboard Development | CRM Analytics | Marketing Automation | Conversion Tracking

TECHNICAL SKILLS

Data & BI: SQL, SQL Server, Power BI, Tableau, DAX, Power Query, Advanced Excel, Data Modeling, Data Cleaning, Data Validation, Exploratory Analysis, Data Visualization
Digital Analytics & MarTech: Adobe Analytics, Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Landing Page Analysis, Customer Journey
Microsoft Clarity, Meta Pixel, Event Tracking, Conversion Tracking, Web Analytics, Landing Page Analysis, SEO, AEO, GEO
CRM, Automation & Campaigns: HubSpot, GoHighLevel, Mailchimp, CRM Analytics, Lead Capture, Lead Lifecycle Tracking, Lead Nurturing, Automated Follow Ups, Audience Management, Workflow Automation, Deduplication, Suppression Logic, Email Campaign Analytics, Paid Media Measurement
Paid Media & Growth: Google Ads, Meta Ads, Campaign Performance, Traffic Source Analysis, Channel Performance, CAC, CPL, CPA, ROAS, ROI, ROI, CTR, Conversion Rate, Lead Quality Analysis, Conversion Tracking, Lead Source Analysis, Funnel Analysis, Growth Analysis
Programming & Tools: Python, Google Apps Script, Jira, Git, VS Code

PROFESSIONAL EXPERIENCE

Technology Marketing Analyst | Westside Property Management | Aug 2025 – Present

- Architected a **cross channel measurement framework** across GA4, Google Tag Manager, Meta Pixel, and Google Ads, resolving attribution gaps and standardizing **10+ conversion/event configurations.**
- Developed executive **Power BI dashboards** using SQL, Power Query, and DAX to analyze acquisition, campaign performance, conversion funnels, leasing, and portfolio KPIs across **nearly 2,000 managed units.**
- Validated owner acquisition data using SQL Server and Power BI, reducing **231 raw website submissions** to qualified owner intent records while integrating Google Ads and AppFolio data for source and outcome analysis across **40 validated inquiries.**
- Consolidated Lead Intelligence across 10+ acquisition sources, analyzing **788 historical leads, 109 converted leads,** and matching **91 high value opportunities.**
- Performed descriptive and comparative **statistical analysis** on lead quality, source performance, and conversion behavior, identifying leads converting at **35.2% vs. 13.8% overall.**
- Optimized **SEO, AEO/GEO, CRO,** and website performance using Adobe Analysis, Google Search Console, Microsoft Clarity, Diib, Core Web Vitals, query data, CTR, and landing-page behavior across **4 high intent website assets.**
- Orchestrated **CRM based email outreach** and lead management workflows using Google Apps Script, segmentation, personalization, deduplication, suppression/DNC logic, audit controls, and response tracking across **201 first-touch emails to 177 unique prospects.**
- Evaluated **HubSpot CRM** workflows for lead capture, lifecycle tracking, automated follow ups, segmentation, and reporting across **4 core lead management functions.**
- Designed **controlled paid media and SEO experiments** by isolating campaign and search snippet variables while monitoring CTR, CPC, conversion, and engagement performance across **2 controlled tests.**

Marketing Analyst | Baylor Scott & White Health | Dallas, TX | Jul 2024 – Apr 2025

- Partnered with marketing, patient access, and service line stakeholders to define acquisition goals, target audiences, attribution requirements, **conversion KPIs,** and reporting needs across **18 outpatient clinics.**
- Integrated **Adobe Analytics,** Google Ads, Meta Ads, Google Search Console, HubSpot, Mailchimp, and Epic EHR data in **SQL Server** to create a unified customer-journey dataset across **18 clinics.**
- Analyzed** digital acquisition and customer journeys using **Adobe Analytics,** Google Ads, Meta Ads, Google Search Console, HubSpot, Mailchimp, and Epic EHR data across **4+ acquisition channels.**
- Segmented audiences using demographic, geographic, behavioral, referral, and service-line attributes to identify **high intent groups** and support targeted outreach across multiple patient segments.
- Evaluated landing-page performance, search visibility, and funnel abandonment using digital analytics and conversion data to identify **CRO and SEO opportunities** across key patient acquisition journeys.
- Developed interactive **Power BI dashboards** tracking impressions, clicks, lead volume, conversion rates, appointment requests, and service-line growth for **18 outpatient clinics.**
- Delivered attribution and funnel insights that informed targeted outreach and contributed to an approximately **12% increase in online appointment requests.**

Marketing Data Analyst | Zemoso Technologies Private Limited | Hyderabad, India | Jan 2022 – Aug 2023

- Queried and analyzed campaign, customer, and digital marketing data using **SQL** to support **weekly KPI reporting,** channel performance analysis, and marketing decisions.
- Cleaned and validated marketing datasets using **Microsoft Excel,** ensuring accurate reporting for customer acquisition, retention, and wireless plan performance metrics.
- Built interactive **Power BI dashboards** to track campaign effectiveness, channel performance, customer behavior, and marketing funnel metrics for business stakeholders.
- Assessed organic search behavior, high-exit pages, content engagement, and conversion drop-offs to identify **SEO and CRO opportunities** across the customer journey.
- Segmented customers by behavior, acquisition source, campaign response, subscription activity, and **churn risk** to support targeted acquisition and retention strategies.
- Used **Adobe Analytics and Google Tag Manager** to monitor website traffic, user engagement, conversion funnels, and campaign attribution across digital marketing channels.
- Performed customer segmentation, **A/B testing, customer churn analysis,** trend analysis, and promotional-offer evaluation to support subscriber growth and retention.

SELECTED ANALYTICS PROJECTS

WPM Lead Intelligence & Attribution Dashboard | May 2026 – Jun 2026 | Git: [AnoohyaAlluri/lead-intelligence-system](#)

- Architected a centralized lead-intelligence system consolidating **788 lead records** from website, advertising, phone, phone, email, referral, social, direct-mail, and operational sources across **10+ acquisition channels.**
- Engineered **Python and SQL workflows** to clean, standardize, deduplicate, validate, and reconcile fragmented lead data, including **94 records matched to outcomes.**
- Applied attribution and funnel analysis to identify **109 converted leads,** calculate a **13.8% overall conversion rate,** and classify **91 highvalue leads** for performance analysis.
- Developed an executive **Power BI dashboard** monitoring source performance, funnel movement, conversions, lead drop-off, segmented follow-up, and ROI attribution.

SEO, AEO & GEO Search Analytics Framework | Mar 2026 – May 2026 | Git: [AnoohyaAlluri/seo-aeo-geo-local-growth-framework](#)

- Analyzed acquisition, landing page, engagement, and search query data across **Adobe Analytics and Google Search Console** to identify visibility gaps, underperforming content, and conversion opportunities across **1,800+ monthly search impressions.**
- Developed an integrated **SEO, AEO, and GEO optimization framework** using answer first content, internal linking, localized topic clusters, and freshness controls to improve traditional, local, and AI search visibility.
- Developed a web performance measurement system tracking impressions, clicks, CTR, organic sessions, indexing, AI referral traffic, content updates, and CTA engagement across **8+ search and conversion KPIs.**

EDUCATION

M.S., Business Analytics & Artificial Intelligence | The University of Texas at Dallas | Aug 2023 – May 2025

Relevant Coursework: Marketing Data Analysis and Research, Web Analytics, Data Visualization, Predictive Analytics, Database Management, Advanced Statistics, Time Series Analysis, Business Analytics with R, Big Data, Cloud Computing, Prescriptive Analytics

B.B.A., Marketing | St. Mary's College | Jul 2020 – Jun 2023

Relevant Coursework: Marketing Research, Consumer Behavior, Advertising & Sales Promotion, Customer Relationship Management (CRM), Business Analytics, Data Visualization, Business Statistics, Financial Management, Information Technology