

MICHAEL CONWAY

☎ (860) 841-0628

✉ mconway409@gmail.com

🏠 777 Main Street #2403, Hartford, CT 06103

CAREER OBJECTIVE

By leveraging my expertise in marketing, account management, and data analysis, my goal is to drive measurable results through data analytics implementation by joining a dynamic team where I can continue to develop my skills and add value.

EXPERIENCE

FULL STACK CODING BOOTCAMP

2020 - 2021

UCONN School of Engineering

- Currently a coding student learning various programming skills and languages in both front-end and back-end applications
- Project examples include building a weather forecast app, a multiple-choice quiz, an automatic README generator, and an automatic GitHub user profile generator

SENIOR ACCOUNT MANAGER

2017 - 2020

Working Planet Marketing Group

Providence, RI

- Responsible for the performance, daily execution, data analysis, management, and success of profit-driven digital campaigns
- Primary focus on network management, predictive modeling, account optimization, and performance improvement through the use of data analysis
- Developed and implemented marketing strategies across paid media platforms to increase return on investment by an average of 25% across the client base
- Demonstrated proficiency in SQL and other data visualization programs
- Worked directly with clients to identify and overcome constraints to growth in order to increase profitability

ACCOUNT MANAGER - BUSINESS INSURANCE

2015 - 2017

Traveler's Insurance

Hudson, MA

- Responsible for providing Account Executives with information necessary to make sound underwriting decisions
- Regularly partnered with two Account Executives to produce competitive insurance quotes for new and returning customers
- Provided support within established performance standards and priorities that were responsive to marketing, underwriting, retention and service goals

SALES & MARKETING REPRESENTATIVE

2013 - 2014

West Hartford Magazine

West Hartford, CT

- Responsible for selling advertising space to businesses in the greater Hartford area through proactive marketing, building strong relationships, and coordinating marketing events
- Assisted in producing the magazine's first direct mail piece, with distribution to every home in West Hartford
- Organized the first "Taste of Elmwood" event for restaurants, which sold out

DIGITAL MARKETING INTERN - PERSONAL INSURANCE

2012

Traveler's Insurance

Hartford, CT

SKILLS

- Analysis of large data sets
- Demonstrated ability to learn and work well in a fast-paced environment
- Experience developing and presenting performance reports
- Effective working independently or as part of a large team
- Budgeting
- Strategic planning
- Market research
- AGILE methodology

TECHNICAL SKILLS

- Microsoft Office
 - Excel
 - PowerPoint
 - Word
- Programming
 - SQL
 - Python
 - HTML
 - CSS
 - JavaScript
- Search engine marketing
 - Google Ads
 - Microsoft Ads
- Display marketing
 - Google Ads
 - Programmatic

ACTIVITIES & AWARDS

- Hands of Hartford 2020
- Assumption College 2013 Departmental Award for Music
- Directed the Assumption College male acapella

EDUCATION

BACHELOR OF ARTS

Music

Assumption College

Worcester, MA

2009-2013