

Marc Beinder

marc@marcbeinder.com
marcbeinder.com

(636) 375-8294
linkedin.com/in/marcbeinder

Professional Summary

Web / Data Analytics / Developer striving to create exceptional customer experiences through a variety of digital platforms.

Skills

SQL

SAP Crystal Reports

JavaScript

Microsoft 365 Admin

Google Ads

Power BI

Data Aggregation

Product Development

Google Workspace Admin

Microsoft Ads

TIBCO WebFOCUS

Data Integration

HubSpot CRM

Email Marketing

Twitter Ads

Education

BS Digital Marketing, Graduated December 2021
Lindenwood University | St. Charles, Missouri

Experience

Podtrics.com | Saint Louis, Missouri

Founder | 2019 – 2023

- Develop a cloud-native application for the hosting, distribution, measurement, and analytics of podcast audio and podcast audio consumption.
- Defined a data-driven marketing strategy using Power BI with MySQL data to reach independent creators to position Podtrics as a tool that can conform to their workflow without having their workflow conform to the tool.
- Design and create various marketing materials for social media as well as Podtrics.com to deliver value to creators before they commit to Podtrics.
- Manage business operations, identify business needs, and budgeting for different experiments to grow the business.

National Information Solutions Cooperative | Lake Saint Louis, Missouri

Report Writer Specialist | 2022 – 2023

- Collaborated with Electric Utility, Telecom, and Broadband Providers to build reports using various platform technologies, including TIBCO WebFOCUS and SAP Crystal Reports powering business operations and discovering business insights to deliver value using billing data.
- Utilized ServiceNow for case and task management while also monitoring pertinent change requests related to cases.
- Databases include Oracle, Progress Horizon, and Postgres.

Marc Beinder

marc@marcbeinder.com
marcbeinder.com

(636) 375-8294
linkedin.com/in/marcbeinder

etrailer.com | Wentzville, Missouri

Search Engine Marketing Specialist | 2021 – 2022

- Research, plan, design, execute, and monitor Google and Microsoft ad campaigns for various product groups with an average daily spend of over \$50,000.
- Collaborate with other business teams to coordinate product group changes in relation to various ad campaigns.
- Communicate with the internal software development teams on internal tools to better manage campaign automation triggers based on inventory levels, internal product scores, and other factors.

Lindenwood University | St. Charles, Missouri

Full-Time College Student | 2020-2021

Rx Systems PF Inc. | Maryland Heights, Missouri

Platform Manager | 2020 – 2020

- Aligned site functionality to better meet business needs, including integration of inventory and customer order data into other business systems minimizing errors by utilizing process automation.
- Deployed a greenfield wholesale customer web portal providing adjusted wholesale pricing to select customers when signed into the platform minimizing wholesale order confirmation time to minutes instead of weeks.
- Development of a custom WordPress plugin managing special offers programmatically applied based on customer, order, and product data.
- Integrated the platform into Amazon Marketplace with inventory and pricing buffers. As orders came into Amazon, they were forwarded to the platform and fired off events as if the order was initially placed directly with the company.

Awards

St. Louis Business Journal – Inno Under 25 | 2021 Award Winner

Certifications

Google – Google Analytics for Beginners | Certified 2021