

Dane Christensen

Marketing Professional

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Danesportfolio.com

Marketing professional with hands-on experience in digital marketing, campaign analysis, audience segmentation, SEO, and content strategy. Completed a Digital Marketing Immersion program and Google Digital Marketing & E-Commerce Certificate while gaining practical experience through marketing and market research apprenticeships. Skilled at translating data into actionable recommendations that improve campaign performance, audience targeting, and business decision-making.

Skills

Marketing & Content: SEO, Content Marketing, Email Marketing, Social Media Marketing, Audience Segmentation, Customer Journey Mapping, Competitive Analysis, Market Research, Consumer Insights, Campaign Analysis, Keyword Research

Analytics & Reporting: Google Analytics 4 (GA4), Marketing Analytics, Campaign Reporting, Data Visualization, Excel, Google Sheets, SPSS, Google Trends, A/B Testing

Platforms & Technology: Google Ads, HubSpot, Mailchimp, Hootsuite, Shopify, WordPress, Elementor, HTML, CSS, JavaScript

Professional Experience

Marketing Coordinator Apprentice *Be Well with M* | Jan. 2025 – Apr. 2025

- Analyzed campaign performance using Google Analytics 4 (GA4) to identify audience engagement trends and optimization opportunities
- Evaluated cross-channel marketing data to improve audience targeting, messaging effectiveness, and campaign performance
- Assisted with social media content development and campaign initiatives to support audience engagement and brand visibility

Market Research Apprentice *Kickass UX* | Jan. 2024 – Apr. 2024

- Designed and conducted 50+ surveys and customer interviews to uncover consumer preferences and purchasing behaviors
- Analyzed quantitative and qualitative data using Excel and SPSS to identify audience segments and marketing opportunities
- Translated research findings into actionable recommendations that supported marketing strategy and decision-making

Grill Chef *White Manor Country Club* | Sept. 2022 – March 2026

- Maintained quality, efficiency, and attention to detail in a fast-paced customer-focused environment

Education & Certifications

CareerFoundry | Dec. 2025

[Digital Marketing Immersion Program](#)

Google | Jun. 2023

[Google Digital Marketing & E-commerce](#)

Indiana University of Pennsylvania | Dec. 2017

M.A. Criminology

Temple University | May 2016

B.A. Psychology

Marketing Projects

Digital Marketing • Campaign Strategy • Marketing Analytics

Inclusive Tomorrow | Marketing Analytics & Campaign Strategy

- Analyzed multi-channel campaign performance and attribution data to identify high-performing channels and audience segments
- Evaluated campaign KPIs against subscription growth objectives and delivered optimization recommendations
- Developed strategic recommendations to improve channel mix, messaging effectiveness, and conversion quality

Project Link: <https://danesportfolio.com/inclusive-tomorrow>

Grove Box | Go-To-Market Strategy & Digital Marketing

- Conducted competitive analysis and audience research to identify market opportunities within the outdoor wellness industry
- Developed customer personas and mapped the customer journey to align messaging with audience needs
- Created a full-funnel digital marketing strategy incorporating organic social media, paid search, content marketing, and retargeting

Project Link: <https://danesportfolio.com/grove-box>

Green Gatherings | Consumer Research & Content Marketing

- Conducted consumer and market research to identify key segments, including environmentally conscious families and middle-income buyers
- Synthesized research findings into messaging and positioning strategies focused on sustainability, affordability, and accessibility
- Developed content and campaign strategy across blog, email, and landing pages to drive awareness, engagement, and lead generation

Project Link: <https://danesportfolio.com/green-gatherings/>