**Barbara Cannon**

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**Summary**

* Marketing Analytics
* Database Mining
* Campaign Development
* Market Segmentation
* CSS and HTML5
* Proofreading and Editing
* Demographic targeting
* Email applications

**Experience**

**Better Drivers Insurance**, New Cityland, CA ($1b insurance) July 2009 - Present

Email Marketer (supervisory position)

* Developed email campaigns
* Responsible for $2 million operating budget.
* Developed segmentation strategies
* Managed team of three analyst/programmers
* Mined and analyzed buying activity of 4 million subscribers.
* Trained agencies and affiliates on standardized channel marketing campaigns
* Ensure all email campaigns provide clarity of offerings, incentives and timeframes in accordance to company best practices and brand standards.

**Bradford Insurance of California**, New Cityland, CA ($500m insurance) 2005 - 2009

Email Marketer

* Responsible for 24 email campaigns annually
* Measured, analyzed and reported on impressions and click through ratios
* Mined database to identify keys to increasing website traffic
* Employed A/B multivariate testing to identify best practices and brand standards

**Education**

**University of California** – New Cityland, CA Bachelor’s Degree, Marketing 2005