

Tyler McDonough

tylermcdonough21@gmail.com | (224) 475-7267 | <https://bit.ly/tyler-linkedin>

EDUCATION

UNIVERSITY OF NOTRE DAME

BACHELOR OF BUSINESS ADMINISTRATION, MARKETING
MINOR: SUSTAINABILITY

GPA: 3.64

May 2022
Notre Dame, IN

HONORS

Alpha Mu Alpha National Marketing Honor Society
Notre Dame Dean's List 2018

EXPERIENCE

WORK

Edelman Data and Intelligence, *Analyst – Analytics*

Sept 2023 – Present
Chicago, IL

- Oversee campaign data management, delivering monthly strategic insights to internal teams to guide marketing strategies
- Prepare detailed wrap reports on campaign and quarterly performance, providing actionable insights to clients for future campaign enhancements
- Utilize analytics tools like Google Analytics and Adobe Analytics to monitor and report on website performance

Edelman Data and Intelligence, *Junior Associate – Paid Media*

Oct 2022 – Sept 2023
Chicago, IL

- Spearheaded data overhaul project, implementing a streamlined data process across various channels using Datorama, optimizing reporting efficiency for the client
- Managed and optimized advertising campaigns for Consumer Packaged Goods (CPG) brands, driving consumer-focused marketing initiatives across both eCommerce and social channels
- Conducted in-depth data analysis to extract actionable insights, facilitating informed decision-making and strategic planning for a client in the beverage industry
- Effectively helped manage a \$16 million budget, ensuring adherence to financial constraints and efficient resource allocation

Dairy Management Inc., *Strategic Intelligence Intern*

Jun 2021 – Aug 2021
Rosemont, IL

- Developed market research reports on different areas of the dairy industry by gathering and analyzing data on trends, opportunities, and threats
- Provided research and insights on how to improve marketing communications related to dairy sustainability

Skogafoss, *Founder*

May 2020 – Nov 2020
Long Grove, IL

- Founded sustainable clothing company with a goal to positively impact the Earth by using eco-friendly materials and planting trees with each purchase, resulting in over 1,000 trees planted

Planmeca Inc. USA, *Marketing Intern*

Jun 2019 – Aug 2019
Hoffman Estates, IL

- Compiled research on the dental scalers market and delivered a go-to-market strategy to the Planmeca leadership team with a goal to have 20% of the market within 5 years

SKILLS/CERTIFICATIONS

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|--------------------|-------------------------|-----------------------------------|
| • Google Analytics | • Google Ads | • Datorama |
| • Adobe Analytics | • Meta Business Manager | • eCommerce (Walmart & Instacart) |