

Heaven Yoon

Tucson, AZ

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EDUCATION

University of Arizona, Eller College of Management

Bachelor of Science in Business Administration

Masters of Science in Marketing

Major: Marketing

Tucson, Arizona

May 2024

Expected May 2026

Summary: Masters Student with strong analytical skills with the ability to think critically and communicate effectively. Strong proficiency with excel and tableau. Starting to learn Python, SQL, and SPSS

Skills: Excel, Tableau

PROFESSIONAL & LEADERSHIP EXPERIENCE

Westwind Outdoor School

Camp Counselor

Lincoln City, Oregon

Fall and Spring 2016-2017

- Assigned 12 kids to oversee during the duration of the camp.
- Led 20-30 students in engaging lessons such as field studies to teach students more about the environment.
- Organized 10+ activities for students to keep students engaged for all of the camp duration.

Fry's Grocery Stores

Starbucks Barista

Tucson, Arizona

May 2020–August 2020

- Created over 100 customer's drinks daily to satisfy customer needs.
- Grabbed the incoming load and assessed restocking needs to ensure efficiency.
- Assisted the other store departments to enhance customer's experience.

Hacienda Del Sol Guest Ranch Resort

In-Room Dining

Tucson, Arizona

May 2022-May 2024

- Prepare Resort guest's dishes and deliver the order to the guest's room.
- Interact with guests and provide Forbes 4-star quality service.
- Expo on the kitchen line and help serve dishes in the resort restaurant.

Eller Sales Competition

Participant

Tucson, Arizona

Fall 2023

- Utilized sales technique and skills to try to build relationships and trust with the buyer.
- Overcome objections buyers may have and maintain composure.
- Demonstrated knowledge in products and provide value.

Contempo HCM

Client Support Specialist

Tucson, Arizona

July 2024-Present

- Interface with over 200 clients to guide them through iSolved software.
- Program 10+ client requests daily in payroll software to optimize and enhance client experience.
- Handle and process 15 + client payrolls before deadlines to ensure a smooth pay experience.
- Verify and audit client information through excel to ensure compliance standards are met.

ACTIVITIES & INTERESTS

Languages: Conversational Proficiency in Korean

Interests: Sports, Video Games/Esports, Puzzles, Anime, Photography

Cover Letter

To Whom It May Concern,

I'm thrilled to apply for the Digital Marketing Analyst role at U-Haul—not only because of my admiration for what U-haul represents, but also because it offers the perfect opportunity to apply my analytical strengths that could bring in new opportunities. I've always been passionate about uncovering insights that help businesses grow. Knowing just how important U-Haul's services are, whether it's a truck for moving or a storage unit for extra space, I'm excited by the opportunity to help more people engage with your services that they may not have known they needed. In previous experiences, I've worked with Excel and Tableau to analyze customer behavior and build dashboards. I'm comfortable translating complex data into clear insights that help organizations grow in a meaningful way. I also bring strong communication skills that allow me to collaborate effectively with other team members. I'm confident in the skills that I would bring into this organization. I would welcome the chance to add to your team and would be grateful for the opportunity.

Best,
Heaven Yoon

About the job

Job Description

Do you enjoy collaborating with a motivated team to create innovative solutions to problems? If so, consider joining our growing team! U-Haul is looking for a Digital Marketing Analyst / Content Strategist to market proactively, seek out new audiences, and win business through data-driven digital campaigns. As a member of the U-Haul Retail Sales team (moving supplies, trailer hitches, propane, Collegeboxes®, and U-Haul e-commerce) here in Phoenix, AZ, you will work to attract new customers and improve their experience within the marketing funnel.

Primary Responsibilities Include

- Develop and execute digital marketing campaigns involving email, social media, search engine marketing, programmatic advertising, and in-app messaging.
- Monitor and report on the performance of campaigns using Google Analytics or other tools and provide actionable insights based on the results.
- Support the maintenance and optimization of the U-Haul website, app, social media accounts, and Google Business listings.
- Track, analyze, and report on A/B and multivariate tests.
- Conduct market research to identify industry/consumer trends and new opportunities.
- Identify pain points in customer journeys then recommend strategies to solve them.
- Engage with external stakeholders to develop marketing partnerships that strengthen the U-Haul brand.
- Communicate insights and strategy to involved parties both inside and outside of the Retail Sales team.