

# Tatiana Kevorkian

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Marketing Analytics professional with experience driving business growth through paid search and data-driven advertising strategies. Experienced in Google Ads optimization, performance analysis, and translating marketing data into actionable business insights for decision-makers.

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## EDUCATION

City University of New York, Baruch College

*Bachelor of Business Administration*

Major: **Marketing Analytics** | Minor: Communication Studies

New York, NY

**Expected May 2026**

**GPA: 3.96 / 4.00**

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## WORK EXPERIENCE

### Heineken USA

*Consumer & Market Insights Intern*

New York, NY

June 2025 – September 2025

- **Strategic Insights & Advisory:** Led the end-to-end analysis of sponsorship performance for major global events (US Open, Coachella, F1), acting as a strategic advisor to senior stakeholders by translating complex brand lift, engagement, and ROI metrics into compelling narratives that directly influenced media spend allocation.
- **Cross-Functional Project Management:** Designed and led 3+ cross-functional data initiatives, partnering with Sales and Marketing to synthesize consumer insights and align on customer-focused growth strategies.
- **Stakeholder Influence & Storytelling:** Developed and delivered a "Storytelling with Data" workshop for 20+ Sales and Finance members; the program was subsequently adopted as a standard internal training module, demonstrating an ability to build organizational capacity and influence.
- **Market Research & KPI Alignment:** Collaborated with 3 external research agencies to design and execute multi-market studies, aligning on KPIs, measurement frameworks, and performance reporting.

### Gran Apple Tours

*Paid Media & Digital Marketing Intern*

2024

New York, NY

May 2024 – September

- **Performance Strategy & ROI:** Owned paid search performance strategy and budget allocation for Google Ads campaigns, defining growth targets and delivering business insights that sustained a 5:1 Return on Ad Spend (ROAS).
- **Audience Management & Activation:** Spearheaded audience segmentation and activation strategies, executing A/B tests on ad copy and landing pages that improved click-through rates 1.5x.
- **Search Campaign Optimization:** Led end-to-end Search campaign optimization, increasing monthly conversion rates 12% and improving organic visibility 25% through integrated paid and SEO keyword strategy.
- **Data-Driven Decision Making:** Leveraged SEMrush and Google Analytics to synthesize competitive analysis and performance data, reducing average CPC by 18% through high-intent seasonal keyword expansion.
- **Stakeholder Reporting:** Translated complex campaign performance into monthly ROI reports, recommending strategic adjustments in marketing spend to lead more efficient customer acquisition.

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## SKILLS

**Advertising & Growth Platforms:** Google Ads, Google Analytics, Paid Search Optimization, A/B Testing

**Data & Analytics:** R, Excel, Marketing Analytics, Quantitative Analysis

**Partnerships & Communication:** Cross-functional Collaboration, Stakeholder Management, Executive Presentations

**Tools:** Google Workspace, SEMrush, HubSpot, Adobe Illustrator, Microsoft Office

**Languages:** Fluent Spanish

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## LICENSES AND CERTIFICATIONS

**Google Ads Search Certification** • 2026

**SEMrush Digital Marketing Certifications** (Marketing Analytics, Social Media Marketing, SEO) • 2025

**DataCamp Intermediate R Certification** • 2025