

DEVIN HAMPTON

PROFESSIONAL SUMMARY

Experienced marketing professional with expertise in data analytics, KPI tracking, and campaign optimization. Recognized for effective communication and decisive planning skills, coupled with strong abilities in project, time, and strategy management.

WORK HISTORY

Digital Marketing Analyst, 02/2024 - Current Managed Web, Boca Raton

- Developed and executed data-driven digital marketing strategies for clients across legal, healthcare, industrial, and blog sectors, focusing on SEO, PPC, and content marketing.
- Increased organic website traffic by 45% on average within 90 days through targeted keyword analysis, on-page SEO enhancements, and backlink strategies.
- Managed Google Ads and social ad campaigns with budgets ranging from \$500 to \$5,000/month, delivering average ROIs of 3.5x while improving conversion rates by up to 28%.
- Designed and launched responsive WordPress and WooCommerce websites, optimizing UX/UI using tools like Adobe XD and Canva.

GIS Planner and Project Coordinator, 07/2021 - 02/2024 DDEC, LLC, Delray Beach, FL

- Conducted data visualization and spatial analysis projects that supported over 5 local planning initiatives, improving stakeholder decision-making efficiency by 25% and reinforcing foundational data skills for marketing analysis.
- Created and maintained databases containing 1,000+ records, ensuring 99% data accuracy for reporting and strategic planning across multiple departments.
- Prepared 20+ detailed reports and presentations, enhancing internal and external stakeholder understanding and increasing engagement in strategic planning meetings by 30%.
- Managed timelines for 10+ cross-functional projects, coordinated 3–5 team members, and maintained weekly client communications, achieving 100% on-time delivery of milestones aligned with KPIs and stakeholder expectations.

Recruitment and Data Collection Specialist, 09/2018 - 08/2020

Mars Research, Ft. Lauderdale, FL

- Executed large-scale participant recruitment and survey campaigns, gathering data from over 220+ participants, resulting in a 90% response rate and timely delivery of insights for strategic use.
- Supported survey design and data reliability efforts, helping improve survey validity by 15% through question optimization and testing methodology enhancements.

 Boca Raton, FL 33428

 561.654.3456

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WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/devin-hampton-marketing-analyst

SKILLS

- Marketing Strategy
- Search-Engine Optimization
- Keyword Research
- Pay-Per Click Campaigns (Google Ads)
- Data Analysis
- A/B Testing
- ROI Tracking
- Funnel Optimization
- UX Testing
- Social Media Analytics
- Performance Reporting
- Client Communication
- Strategic planning
- Project leadership

EDUCATION

Associate of Arts, Marketing, 01/2021
Palm Beach State College - Boca Raton, FL
Completed

CERTIFICATIONS

Google Analytics Certification, Google, 2025

TOOLS AND PLATFORMS

- Google Analytics and Google Ads
- Meta Business Suite
- WordPress and WooCommerce
- Adobe XD and Canva
- Excel and Power BI
- Mailchimp
- Zoho CRM