

Huey Louis | Digital Marketing Data Specialist

561-887-7285 | hireme@HueyLouis.com | West Palm Beach – Miami (**Open to Relocation**)

Digital Marketing Consultant

HueyLouisLLC (Self-Employed Consulting) | September 2021 – Present

5+ years of experience in data analysis, web dev, analytics engineering & SEO. Proven expertise in delivering data-driven solutions across tech, finance & marketing. Consulted various clients through own firm. Adept at team collaboration, project management & cross-functional coordination through multiple full-time contracts.

Notable Contracts (Full-Time):

Data Analyst

24/7 Wall St., New York City, NY (Remote) | March 2022 – March 2024

- **Data Mining:** I have compiled major financial, geopolitical, and demographic indicators into a comprehensive dataset, providing a holistic view of the subject matter.
- **SEO Specialization:** Collected keyword data that helped increase audience retention by 45%
- **Content Writing:** After my first year of working I was promoted to taking lead in writing my own stories using my research

Web Developer (Project)

Safeship Moving Services LLC Boynton Beach, FL | October 2023 – November 2023

- **Full Stack Development:** Developed and maintained client portal to streamline efficiency
- **Heroku Web Services:** The website was built on a heroku server, version controlled through git
- **Flask and PostgreSQL:** I developed the website using the Flask API and a PostgreSQL database

CRM Database Developer

Viewpoint Project, Boca Raton, FL | September 2021 – February 2022

- **CRM Database Developer:** I implemented a new system for organizing and storing client data using SQL, resulting in a more efficient workflow and a 30% reduction in data entry errors.
- **B2B Lead Generation:** Developed a tool to aggregate leads from ZoomInfo and LinkedIn effectively doubling cold leads
- **KPI Developer:** Implemented key performance indicators (KPIs) for team members, resulting in a 10% increase in lead conversion rates.

Additional Contract Roles (Part-Time):

Provided SEO, and digital marketing services to clients across various industries, including non-profit (Write-A-Book Foundation), Copywriting Company (CaryPress Publishing Services), and B2B (ConciergeSEOServices).

Full Time Experience:

Junior Financial Analyst: (April 2020 – August 2021)

Marron Capital LLC, Delray Beach, FL

- **Business Analyst:** Analyzed market trends and provided recommendations to senior management.
- **Investment Analyst:** Conducted research to support the lead analyst, resulting in the successful identification of new investment opportunities
- **Dashboard Developer:** Using Power Bi I created dashboards that tracked KPIs to measure and improve financial performance, resulting in a 20% increase in profitability

Huey Louis | Digital Marketing Data Specialist

561-887-7285 | hireme@HueyLouis.com | West Palm Beach – Miami (**Open to Relocation**)

Projects & Freelancing:

Freelance eCommerce Platform Developer & SEO Specialist | March 2017 - March 2020

- Developed over 100 eCommerce websites using WordPress or Python, resulting in a 90% client satisfaction rate and a 20% increase in website traffic and sales.
- Developed and executed SEO campaigns for eCommerce sites to increase organic traffic and enhance search engine rankings.
- Implemented targeted digital marketing strategies to drive traffic and increase conversions for eCommerce websites, resulting in a significant boost in online visibility and revenue growth.

Notable Skills

Data Analysis

- Data Mining
- Content Writing
- KPI Development
- Market Trend Analysis
- Investment Analysis
- Web Scraping (Python Libraries)

Web Development

- Full Stack Development
- Heroku Web Services
- Flask and PostgreSQL
- WordPress Development
- Python Development

Digital Marketing

- SEO Specialization
- SEO Campaigns
- Digital Marketing Strategies
- Lead Generation
- Audience Retention

Databases

- CRM Database Development
- SQL Proficiency

Business Intelligence

- Dashboard Development (Power BI)
- Financial Performance Tracking

Other Skills

- Project Management
- Client Consulting
- B2B Services

www.HueyLouis.com | www.Linkedin.com/in/HueyLouisData | www.GitHub.com/HueyLouis