Marcus Martin

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EDUCATION

Portland State University *Expected Graduation:* June 2026
B.S. Business Administration, Marketing *GPA:* 3.58/4.0

Relevant Coursework:
Digital Media Analytics, Data Analytics and Modeling, Information Literacy, Marketing Research, Marketing Strategy, Marketing Management, Consumer Behavior and Satisfaction, Supply Chain Management, Business Finance

SKILLS

Software: Tableau, Google Analytics 4, Power BI, Microsoft Office (Microsoft Excel, Microsoft Access)
Programming Languages: SQL, HTML, CSS, Python (Basic)
Technical Skills: Data Analysis, Data Visualization, SEO

EXPERIENCE

Sales Advisor | Verano *Jun 2025 – Present*
- Achieved strong sales performance by analyzing customer preferences and suggesting tailored product solutions.
- Assisted with inventory counts and data entry to support accurate reporting.

Sales Lead | Lemonade St. Johns *May 2023 – Feb 2024*
- Monitored and updated financial ledgers, verifying data accuracy across expenses, billing records, and outgoing payments.
- Assisted in improving internal documentation and workflows, enhancing data accuracy and reporting efficiency.
- Used Dutchie Backoffice and Metrc software to enter and verify inventory levels and product movement.

Sales Expert | T-Mobile *May 2021 – Mar 2022*
- Drove an average of $20,000 in monthly product sales through strategic customer engagement and tailored solution selling.
- Used CRM software to track customer interactions and manage follow-ups for retention and upselling opportunities.
- Assisted in inventory tracking by logging incoming shipments, verifying stock accuracy, and ensuring up-to-date product availability.

PROJECTS

Tableau Projects
- Creating interactive dashboards and data visualizations in Tableau to communicate insights and support data-driven decisions.

Portfolio Website
- Built a portfolio website and integrated Google Analytics 4 to track and analyze web traffic performance.
Languages Used: HTML, CSS, JavaScript
Live Site: https://www.marcusmartin.me
GitHub: https://github.com/MarcusMartin1/Portfolio

ACTIVITIES

PSU Marketing Collective **Portland State University**
Member