

# Marcus Martin

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## EDUCATION

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### Portland State University

B.S. Business Administration

#### Relevant Coursework:

Digital Media Analytics, Data Analytics and Modeling, Marketing Analytics, Information Literacy (Microsoft Access), Supply Chain Management, Marketing Research, Marketing Strategy-Management

## SKILLS

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**Software:** Tableau, Google Analytics 4, Power BI, Microsoft Office (Microsoft Excel, Microsoft Access)

**Programming Languages:** SQL, Python (Basic)

**Technical Skills:** Data Analysis, Data Visualization, Time Series Analysis

## EXPERIENCE

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### Sales Lead | Lemonade St. Johns

*March 2026 – Present*

### Sales Advisor | Verano

*Jun 2025 – March 2026*

- Achieved strong sales performance by analyzing customer preferences and suggesting tailored product solutions.
- Assisted with inventory counts, audits, 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

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### Tableau Projects

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

### Portfolio Website

- Built my own 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

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**Member of:** PSU Marketing Collective | PDX Business Analytics Club | Supply & Logistics Management Association  
**At Portland State University**