

Marcus Martin

Portland, OR | marcus.martin.inbox@gmail.com
<https://www.linkedin.com/in/marcusmartin007/> | <https://www.marcusmartin.me>

EDUCATION

Portland State University

B.S. Business Administration

Expected Graduation: June 2026

GPA: 3.62/4.0

Relevant Coursework:

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

SKILLS

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

Programming Languages: SQL, Python (Basic), HTML, CSS

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

EXPERIENCE

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 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 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

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