

JAMY LAURY

Tampa, Florida | jamylaury@aol.com | jamylaury.com

BUSINESS ANALYSIS | BI & REPORTING | MARKETING DATA & OPERATIONS | REVENUE & GROWTH OPERATIONS

PROFESSIONAL SUMMARY

Analytics and reporting professional with agency-side experience in recurring performance reporting, Looker Studio dashboard development, survey research, marketing operations, lead-data preparation, and stakeholder-ready communication. Experienced in structuring fragmented campaign, website, survey, and lead data into clear KPI definitions, reusable reporting, and decision-ready findings. MBA with a Data Analytics concentration, awarded by the University of South Florida in May 2026.

CORE SKILLS

Reporting and analysis: Google Looker Studio, Google Analytics 4 (GA4), Google Ads, Microsoft Excel, PivotTables, data cleaning, data visualization, KPI reporting

Marketing and revenue operations: Meta Ads, LinkedIn Ads, Mailchimp, Pipedrive, ZoomInfo, NetSuite-oriented data preparation, monday.com, lead and form-fill analysis

Research and communication: SurveyMonkey, survey administration, competitive research, research synthesis, Microsoft PowerPoint, Microsoft Word, client-ready summaries

Technical and content systems: Python-assisted data formatting, WordPress, Elementor

PROFESSIONAL EXPERIENCE

HCP Associates | Tampa, Florida

Research Analyst | October 6, 2025 - April 7, 2026

Advanced Marketing Intern | February 2025 - October 5, 2025

- Led recurring Google Ads and GA4 performance reporting while co-owning campaign management and optimization across a multi-client portfolio; translated campaign and website data into client-ready summaries.
- Led development of separate Looker Studio reporting dashboards across hospitality, technology, and service-industry accounts while keeping KPI definitions, entities, funding categories, and periods distinct.
- Completed at least 100 passenger intercept surveys per week at Tampa International Airport as a contributor to HCP's Hillsborough County Aviation Authority concessions-planning study, which exceeded 3,000 intercepts project-wide.
- Co-owned a 2025 Ybor City resident and worker research workstream and personally collected approximately 250 responses, supporting analysis, charts, and stakeholder reporting.
- Led the Westshore 2025 analytical workstream, using SurveyMonkey and Excel PivotTables to organize survey data, build charts, and support a client-ready PowerPoint presentation.
- Developed a Python-assisted workflow to standardize ZoomInfo lead files for NetSuite-oriented import preparation and downstream use.
- Supported lead, CRM, and email workflows with Pipedrive and Mailchimp for a B2B IT service-management platform, including form-fill and lead-capture analysis.

Yeoman's Topgolf Swing Suite

Team Member - Marketing and Events Responsibilities | March 2020 - at least June 2026

- Progressed into marketing and events responsibilities supporting local business outreach, influencer visits, photoshoots, email, and social creative.
- Served as a certified trainer during a May 2024 Tampa-location grand opening, helping onboard staff on brand and service expectations.

ACADEMIC CLIENT EXPERIENCE

Florida Trend / University of South Florida

Marketing Intern and Academic Client-Project Participant | Fall 2023

- Contributed to a C-suite-focused marketing plan grounded in 10 executive interviews conducted across the project team and helped present recommendations to Florida Trend executives.

Estero Council of Community Leaders / University of South Florida

Marketing Consultant and Academic Client-Project Participant | Summer 2023

- Conducted a social-media audit and developed strategic visibility recommendations for a community organization.

EDUCATION

University of South Florida

Master of Business Administration, Data Analytics concentration | Awarded May 2026

Bachelor of Science in Marketing, Digital Marketing concentration | 2023

Valencia College

Associate of Arts in General Studies | 2021