

JAMY LAURY

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BUSINESS ANALYSIS | REPORTING | DATA AND PROCESS

PROFESSIONAL SUMMARY

Business and reporting professional with agency experience organizing campaign, website, survey, and lead data into clear definitions, reusable reporting, and stakeholder-ready findings. Work includes Looker Studio dashboards, survey analysis, CRM and email workflow support, and a Python-assisted data-standardization process. MBA with a Data Analytics concentration, University of South Florida, 2026.

CORE SKILLS

Analysis and reporting: Looker Studio, GA4, Google Ads, Excel, PivotTables, data cleaning, KPI definitions, data visualization

Process and operations: field mapping, validation, import preparation, CRM and email workflows, Pipedrive, Mailchimp, ZoomInfo, NetSuite-oriented preparation, monday.com

Research and communication: SurveyMonkey, intercept research, research synthesis, PowerPoint, Word, stakeholder-ready summaries

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 reporting and Looker Studio dashboard development while co-owning campaign management and optimization across a multi-client agency portfolio.
- Structured reporting by account, platform, entity, lead stage, and period; translated detailed results into client-ready summaries.
- Co-owned the 2025 Ybor City research workstream and personally collected approximately 250 responses; led the Westshore 2025 analytical workstream using SurveyMonkey, Excel PivotTables, charts, and PowerPoint support.
- Completed at least 100 passenger intercept surveys per week at Tampa International Airport as a contributor to a broader HCAA study that exceeded 3,000 intercepts project-wide.
- Led a Python-assisted workflow that standardized ZoomInfo lead files for NetSuite-oriented import preparation, including field mapping, validation, and exception review.
- Supported lead, CRM, and email workflows with Pipedrive and Mailchimp, 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 graphic design.
- 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 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 visibility recommendations for a community organization; no implementation outcome is claimed.

EDUCATION

University of South Florida | Master of Business Administration, Data Analytics concentration | Awarded May 7, 2026

University of South Florida | Bachelor of Science in Marketing, Digital Marketing concentration, cum laude | Awarded December 8, 2023

Valencia College | Associate of Arts | Awarded December 12, 2021