

Jamy Laury

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

Research analyst with agency experience in dashboards, performance reporting, survey analysis, and marketing operations. Led client reporting and shared campaign-management responsibilities at HCP Associates. USF MBA with a Data Analytics concentration.

PROFESSIONAL EXPERIENCE

HCP Associates | Tampa, Florida

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

Advanced Marketing Intern | February 2025 - October 5, 2025

Selected work across both roles

- Led Looker Studio dashboard development across multiple client accounts, creating reusable views of paid-media and website performance for client reporting.
- Led recurring Google Ads and GA4 reporting. Reviewed campaign and website metrics, identified anomalies, and prepared summaries to support client reporting and optimization discussions.
- Co-owned campaign management and optimization with agency colleagues across technology, education, nonprofit, transportation, and local-service accounts. Kept grant-funded nonprofit advertising separate from non-grant education-enrollment reporting.
- Developed a Python-assisted workflow to reformat ZoomInfo lead files for a receiving team's NetSuite import process, standardizing file preparation for downstream use.
- Supported lead, CRM, and email workflows with Pipedrive and Mailchimp for a B2B IT service-management platform, including website form-fill analysis and customer/subscriber database activity.
- Led the analytical workstream for Westshore's 2025 resident and worker study. Used SurveyMonkey and Excel to prepare PivotTables, charts, and PowerPoint materials supporting the team's client presentation.
- Co-owned the Ybor City resident and worker research workstream and personally collected approximately 250 responses. Supported analysis, charts, and stakeholder reporting with SurveyMonkey and Excel.
- Completed at least 100 passenger intercept surveys per week at Tampa International Airport during the internship, contributing individual fieldwork to a broader concessions-planning study.
- Led media and event research covering competitors, advertising outlets, trade-show pricing, and outreach. Organized findings in a research matrix and presented recommendations to leadership.

ACADEMIC CLIENT EXPERIENCE

Florida Trend | University of South Florida

Marketing Intern and Academic Client Project Participant | Fall 2023

- Contributed to a marketing plan for C-suite audiences grounded in 10 executive interviews conducted across the project team.
- Helped develop audience personas and campaign recommendations, and presented the team's 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 for a community organization and developed recommendations to strengthen its visibility and social presence.

ADDITIONAL EXPERIENCE

Yeoman's Topgolf Swing Suite

Team member with marketing and events responsibilities

- Progressed into marketing and events work, visiting local businesses, distributing promotional materials, coordinating influencer visits, and supporting photoshoots, email, and social graphics.
- Served as a certified trainer during the May 2024 Tampa-location grand opening, helping onboard staff on brand and service expectations.

EDUCATION

University of South Florida

Master of Business Administration | Data Analytics concentration | May 2026

GPA 3.63. Selected coursework: Data Mining, Database Administration, Data Analytics, and Data Management and Analysis.

University of South Florida

Bachelor of Science in Marketing | Digital Marketing concentration

Cum laude | December 2023

Valencia College

Associate in Arts | December 2021

SKILLS AND TOOLS

Reporting and analysis: Looker Studio, GA4, Excel, PivotTables, data cleaning, charts, and recurring performance reporting.

Marketing operations: Google Ads, Meta Ads, LinkedIn Ads, Pipedrive, Mailchimp, ZoomInfo, and Python-assisted lead-file preparation.

Research and communication: SurveyMonkey, passenger intercepts, survey analysis, competitive research, research synthesis, PowerPoint, and Word.

Workflow and content: monday.com, WordPress and Elementor, Canva, and Sendible.