Trager Bos

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EDUCATION

Bachelor of Arts in English | *Temple University, College of Liberal Arts* | January 2025
GPA: 3.7 | Philadelphia, PA

CERTIFICATIONS

Hubspot Inbound Marketing | Hubspot | June 2025
Google Advanced Data Analytics Professional Certificate | Google | May 2025
Adobe Certified Expert - Marketing Specialist | Adobe | April 2025

EXPERIENCE

Multi-Channel E-commerce Marketing Manager | Self-Employed | May 2016 – Present
- Managed multi-platform digital marketing operations across eBay and Grailed, driving revenue growth through strategic positioning and competitive pricing
- Developed data-driven inventory management system using advanced Excel modeling while maintaining high customer satisfaction ratings
- Conducted extensive market research and competitor analysis across multiple product categories, identifying high-opportunity market segments
- Optimized product listings using SEO best practices and A/B testing methodologies, increasing organic visibility and click-through rates

Editorial Intern | Barrelhouse Magazine | August 2023 – December 2023
- Evaluated 50+ literary submissions monthly through Submittable platform, providing detailed content analysis and editorial feedback
- Collaborated with editorial team to develop content strategy and maintain brand consistency across digital and print publications
- Conducted competitive analysis of literary magazines to identify market positioning opportunities

TECHNICAL SKILLS

Data Analysis & Programming: Python (Pandas, NumPy), SQL, R, Advanced Excel, Predictive Modeling
Digital Marketing: Google Analytics 4, Google Ads, Search Engine Optimization (SEO), Search Engine Marketing (SEM), A/B Testing, Conversion Optimization, Marketing Automation, Campaign Management, Email Marketing, Requirements Elicitation, Gap Analysis, User Acceptance Testing
Business Tools: Salesforce CRM, WordPress, Adobe Suite, Blender, QuickBooks, Tableau, Looker Studio, Project Management (Agile), Slack, Microsoft Teams, Zoom, Google Workspace

KEY PROJECTS

E-commerce Analytics Optimization • Implemented comprehensive analytics framework using Python and SQL to track customer behavior patterns and seasonal trends, developing predictive models for improved inventory forecasting

Strategic Content Marketing Development • Completed UC Davis Strategic Content Marketing coursework (February 2025), applying audience segmentation methodologies to develop content strategies for increased brand awareness and customer acquisition