

OWEN FITZGERALD

Business Graduate - Marketing & Analytics

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SUMMARY

2026 commerce graduate with two co-op terms in marketing analytics. Comfortable with SQL, Excel modelling and campaign reporting, seeking a junior analyst role in Ottawa.

EDUCATION

Bachelor of Commerce, Marketing (Co-op)

2026

University of Ottawa, Ottawa, ON

Dean's List, 2024 and 2025

CORE SKILLS

- Excel modelling
- SQL basics
- Google Analytics 4
- Survey design
- PowerPoint storytelling
- Social media reporting
- Teamwork
- Bilingual EN/FR

PROFESSIONAL EXPERIENCE

Marketing Analytics Co-op

Summer 2025

Capital Telecom, Ottawa, ON

- Analyzed 14 campaigns and identified \$46,000 in reallocatable ad spend.
- Automated a weekly channel report in Excel, saving 5 hours a week.

Sales Associate

2022 - 2024

Riverside Books, Ottawa, ON

- Handled cash and inventory in a store serving 400 customers a week.
- Trained 6 seasonal staff during peak periods.

PROJECTS

- Capstone: forecasted transit ridership from open City of Ottawa data; presented to a panel of 4 industry judges.
- Student club: grew the commerce society's event attendance from 60 to 210.