

# Michael Howe-Ely

michaelhoweely.com +27 76 635 0251 michaelhoweely@gmail.com

Marketing analyst with four years experience using research, reporting and analysis to produce insights.

## Experience

---

### Projects Abroad

**Global Research Analyst** | Cape Town, South Africa | October 2016 – Present

Projects Abroad is one of largest volunteer travel organizations in the world. I use market research, web analytics and data analysis to provide accurate reporting and valuable consumer insights to senior management. I report on key marketing metrics and provide sales analysis to twenty offices worldwide. Tools I use include Google Analytics, Tag Manager, Data Studio, Hotjar, Typeform, SQL, Tableau, VBA, and Excel.

### Projects Abroad

**Market Research Assistant** | Cape Town, South Africa | February 2015 – September 2016

Joined the marketing analytics team and worked on a variety of market research and web analytics projects. In 2016 spent five months creating video content in Senegal, Morocco, Kenya and Tanzania.

### Global Africa Network

**Account Manager** | Cape Town, South Africa | July 2014 – January 2015

Worked on B2B online platforms focused on connecting investors to business opportunities across Africa.

### MotoMia

**Marketing Coordinator** | Cape Town, South Africa | November 2012 – July 2014

Worked at MotoMia as it grew into South Africa's best-selling motorcycle brand. Responsible for most of the company's marketing planning and execution as it rapidly expanded.

### English Programme in Korea (EPIK)

**Guest English Teacher** | Gwangju, South Korea | February 2010 – February 2012

Taught English to middle and high school students at two public schools in South Korea.

## Education

---

### University of Cape Town

**Postgraduate Diploma in Marketing Management**, 2012

Intensive one-year diploma in business management, specializing in marketing. Areas of study included marketing, market research, digital marketing, international marketing, accounting, finance, strategic planning, information systems, human resources, and project management.

### University of Cape Town

**Bachelor of Arts Degree (Honours)**, 2006 - 2009

Four-year Honours degree focusing on film studies, English, economic history, history, media, film production.