LEEN AL SALEH

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SUMMARY

Marketing analyst who studies how content performs and tells the people making it what to do next. At Minnesota PBS, measures campaigns across email, web, and four social platforms by combining Engaging Networks, GA4, and Sprout Social data, and built the KPI framework MarCom uses to report to leadership. Uses AI tools to clean and organize data. Trained in regression methods through an economics degree and a research fellowship. B.A. in Quantitative Economics, St. Olaf College.

EXPERIENCE

Marketing & Communications Intern | Minnesota PBS | St. Paul, MN | Jul 2026 – Present
- Built a KPI framework and monthly reporting deck from a 12-month cross-channel baseline; MarCom adopted both as its standard for reporting results to leadership.
- Measure the rebrand announcement across five segmented email sends by combining Engaging Networks, GA4, and Sprout Social exports, using AI tools to speed up data cleaning.
- Built and analyzed rebrand social posts; the announcement landing page ranked 9th sitewide in GA4 views (2,161, Aug 10–20).
- Run social media for film premieres and campaigns on Facebook, Instagram, LinkedIn, and TikTok; plan the posting strategy, then write and schedule the posts.
- Handle community management across all Minnesota PBS social channels, answering comments and messages.

Research & Insights Associate | Ordered Soul Institute | Jul 2026 – Present
- Synthesize academic research on burnout, psychological safety, and team performance into source summaries and a literature review matrix, mapping claims to evidence and flagging gaps for the institute's flagship study.

Digital Marketing Intern | MarCom, St. Olaf College | Northfield, MN | Sep 2025 – May 2026
- Audited GA4 across 10+ content categories and proposed a page architecture the web team adopted, cutting first-year page drop-off 15%.
- Built recurring KPI reports that shaped editorial strategy.

Marketing & Storytelling Coordinator | DiSCO, St. Olaf College | Northfield, MN | Aug 2024 – May 2026
- Launched a campus-wide competition from scratch that drew 20 entrants, coordinating five stakeholders and two segmented email campaigns.
- Increased workshop attendance 40% through promotion across 5+ channels and grew Instagram engagement 30%.

Marketing Strategy Intern | Prism Immersive | Remote | Jun – Aug 2025
- Produced the HI-TEC 2025 sales collateral suite (one-pagers, brochures, slides, booth signage) and pitched the product to college buyers at the booth, generating 3 leads.
- Built the company's first LinkedIn content strategy and grew followers by 300+ in 10 weeks.

ADDITIONAL EXPERIENCE

Brand Strategist | Boundaryless | Minneapolis, MN | Jun – Aug 2026
- Built a competitive analysis from original category and consumer research that reframed the client's core problem before the brief was final.

EDUCATION & CERTIFICATIONS

B.A., Quantitative Economics | St. Olaf College | Northfield, MN | May 2026
- Concentration: Data & Business Analytics. Study abroad: Milan, Italy.
- Wrote a paper published in The Emerging Economist, Spring 2026 (Weber Scholars Program).
- Economics research fellowship: ran a spatial regression discontinuity analysis on Saskatchewan land data.
- Certifications: HubSpot Digital Marketing, Google Analytics 4, Commercial Real Estate Analyst (Project Destined/Northmarq).

SKILLS

Analytics: GA4, Excel, Tableau, SQL (coursework), Sprout Social, native social analytics, KPI dashboards, cross-channel measurement, regression analysis

AI tools: Claude and other AI tools for data cleaning, analysis, and reporting

Platforms: Facebook, Instagram, LinkedIn, TikTok, Engaging Networks, HubSpot, WordPress

Presentation: PowerPoint, reporting decks, Canva, Adobe Creative Suite

Languages: English (fluent), Arabic (native)