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Summary

I am an experienced analytics professional with a strong track record in managing and optimizing digital analytics platforms for prominent companies. With over nine years of expertise in the field, I have worked with renowned organizations such as PepsiCo and Nationstar Mortgage, consistently delivering valuable insights and driving data-informed decision-making. My skill set encompasses a wide range of analytics tools and technologies, including Google Analytics (GA360/GA4), Tag Manager (GTM), Optimize and many more. Using these tools, I have leveraged data to extract actionable insights and enhance performance. I possess a comprehensive understanding of GTM, allowing me to efficiently implement and manage tracking tags, ensuring accurate and consistent data collection. In addition to analytics platforms, I am proficient in using data visualization tools such as Google Data Studio(Looker), Power BI and Tableau to create compelling reports and dashboards that effectively communicate key metrics and trends to stakeholders. I am also proficient in leveraging Google BigQuery for robust data analysis, extraction, and transformation, driving actionable insights and informed decision-making.

Experience

Senior Google Analytics lead (Owner)

SEO Analytica Inc.

Jun 2014 - Present (9 years 1 month)

- Web design/development - HTML, CSS, JavaScript
- Google services (Analytics, Tag Manager, Data Studio, BigQuery)
- Reporting (Google Analytics, Power BI, Data Studio, Tableau)
- Google Cloud Platform Management
- Salesforce/Jira/Asana



Senior Google Analytics Lead

Mr. Cooper

Feb 2020 - Apr 2023 (3 years 3 months)

- Google Analytics, Tag Manager, Data Studio, Optimize, BigQuery and Search Console
- Google Tag Manager custom tag set up and management - JavaScript
- Delivering custom reports in Google Analytics, Data Studio/Looker and Power BI
- Set up A/B and split tests in Google Optimize



Senior Google Analytics Lead

PepsiCo

Apr 2019 - Dec 2019 (9 months)

- Managing Google Analytics Accounts
- Creating custom reports in Google Analytics and Power BI
- Google BigQuery - SQL/data warehouse
- Google Tag Manager tag set up and management - JavaScript



Google Analytics Specialist / SEO SME

DealerOn

Mar 2018 - Nov 2018 (9 months)

- SEO (Search Engine Optimization) and best practices
- Custom report building in Data studio and Power BI
- GMB (Google My Business) setup and management
- Link building/Citation Cleanup
- Social Media account setup and management



IT Support Specialist

CBRE

Apr 2017 - Feb 2018 (11 months)

- Troubleshoot hardware and software issues
- Windows/MAC support
- Remote desktop sharing to fix customer computer and network issues
- Re-Imaging of desktops and laptops



Infrastructure Analyst

PepsiCo

Jan 2016 - Jul 2016 (7 months)

- Support employees as needed by ticket system
- Setup and troubleshoot VOIP phones and support them. (Cisco)
- Printer/Scanner troubleshooting and support. (HP, Canon and Dell)
- Remote desktop sharing to fix customer computer and network issues
- Troubleshoot hardware and software issues



Information Technology Analyst

Expedia Group

Aug 2015 - Jan 2016 (6 months)

- Troubleshoot hardware and software issues
- Troubleshooting as well as fixing problems with multiple systems, programs and operating systems
- Duo two-factor security authentication support
- Active Directory (setting up new users, removing users, editing users, password resets)

Licenses & Certifications



GA4 Certification - Google

Issued Jun 2023 - Expires Jun 2024



Google Analytics IQ certification - Google



Google Tag Manager Fundamentals - Google

Skills

Microsoft PowerPoint • Statistical Data Analysis • Leadership • Management • Communication •
Statistics • Project Management • Problem Solving • Organization Skills • Team Collaboration