



MICHAEL ANDERSON

SENIOR WEB ANALYST

CONTACT

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- San Francisco, CA

SKILLS

- Google Analytics
- Google Tag Manager
- Data Studio
- SQL
- Digital Marketing
- Data Interpretation

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN MARKETING ANALYTICS, UNIVERSITY OF NEW YORK, 2015

ACHIEVEMENTS

- Increased client satisfaction ratings to 95% through tailored analytics solutions.
- Developed a training program that improved team analytics proficiency by 40%.
- Successfully scaled up client traffic by over 50% through strategic optimization.

PROFILE

Results-driven Web Analytics Engineer with 8 years of experience specializing in data analysis for digital marketing campaigns. Expertise in interpreting complex datasets to inform strategic decision-making and optimize online performance. Strong proficiency in Google Analytics, Google Tag Manager, and custom reporting solutions. Proven success in driving traffic growth and enhancing user experience across various digital platforms.

EXPERIENCE

SENIOR WEB ANALYST

Digital Marketing Co.

2016 - Present

- Led analytics strategy for multiple high-profile digital marketing campaigns, achieving a 35% increase in site traffic.
- Developed custom reporting dashboards in Google Data Studio for real-time performance tracking.
- Conducted thorough market research to identify trends and optimize keyword strategies.
- Implemented event tracking with Google Tag Manager for enhanced data collection.
- Collaborated with creative teams to ensure alignment between analytics insights and marketing materials.
- Provided actionable reports that improved ROI on ad spend by 20%.

WEB ANALYTICS CONSULTANT

Freelance

2014 - 2016

- Advised clients on analytics best practices, resulting in improved data-driven decision-making.
- Created tailored analytics solutions for various e-commerce businesses, enhancing their online presence.
- Conducted workshops on advanced analytics techniques for marketing professionals.
- Utilized SQL and Excel to analyze sales data and identify actionable insights.
- Implemented tracking codes and ensured data accuracy across client websites.
- Provided ongoing support and training for clients to maximize their use of analytics tools.