

MICHAEL ANDERSON

Web Analytics Director

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Strategic Web Analytics Engineer with a focus on the healthcare industry, bringing 9 years of experience in analyzing and optimizing digital health solutions. Skilled in transforming complex data into clear insights that support healthcare providers in making informed decisions. Expertise in using advanced analytics tools such as Google Analytics and Mixpanel to track user engagement and improve patient experiences.

WORK EXPERIENCE

Web Analytics Director | HealthTech Solutions

Jan 2022 – Present

- Led the analytics strategy for a suite of digital health applications, enhancing user engagement by 40%.
- Developed comprehensive dashboards to visualize KPIs for healthcare executives.
- Analyzed user feedback and behavior data to inform product development.
- Collaborated with IT to ensure compliance with data privacy regulations.
- Conducted training sessions on analytics best practices for healthcare teams.
- Presented analytical findings that informed strategic planning and resource allocation.

Senior Data Analyst | Wellness Group Inc.

Jul 2019 – Dec 2021

- Utilized Google Analytics to track and analyze patient interactions with digital platforms.
- Provided actionable insights that improved patient engagement rates by 30%.
- Worked with marketing teams to enhance communication strategies based on data analysis.
- Implemented data quality checks to ensure the integrity of analytics findings.
- Created reports that highlighted trends in patient behavior and preferences.
- Participated in developing digital strategies that improved overall user satisfaction.

SKILLS

Google Analytics

Mixpanel

Data Visualization

Healthcare Analytics

User Experience Research

EDUCATION

Master of Science in Health Informatics

2014

University of Texas

ACHIEVEMENTS

- Increased patient engagement by 40% through targeted analytics initiatives.
- Recognized for excellence in data-driven decision-making with the 'Innovator Award' in 2020.
- Successfully led a project that improved patient satisfaction scores by 25%.

LANGUAGES

English

Spanish

French