

Christopher Randazzo

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EXPERIENCE

Arrow Electronics Englewood, CO 80112 July 2015 - Present
<http://www.arrow.com/>

Building advanced Tableau metrics reports which inform decision-makers of performance across paid search, eCommerce, and web traffic efforts. Using regular expressions to parse and organize data. Cooperating with managers across sales, search engine optimization, and pricing disciplines to deliver actionable insights. Working with external suppliers to report on marketing campaigns. Focusing on comparisons of eCommerce and paid search metrics and KPI's across specific periods of time.

Caterpillar, Inc. Peoria, IL 61602 April 2013 - June 2015
<http://www.cat.com/>

Built automated graphical reports with: auto-updating analysis, visualizations of traffic trends, custom engagement metrics, and conversion funnels. Assisted in coordination of new metrics strategy for redesigned Cat.com, Caterpillar.com, and Parts.Cat.com websites. Completely redesigned metrics reporting structure through automated Excel, PowerPoint, and Tableau reporting. Developed multiple awareness and engagement algorithms to calculate performance of projects and products across multiple industries.

Managed 250+ Google Analytics profiles and Google Tag Manager across multiple domains and accounts. Implementing event and funnel-based goals, defining user access, creating remarketing lists.

Agilent Technologies Englewood, CO 80155 (Contract Employment) February 2013 - March 2013
<http://www.agilent.com/>

Translated web app forms from Excel to HTML. Worked with large amounts of data and complex formulas.

Cavawood Architectural Products Englewood, CO 80110 June 2012 - March 2013
<http://www.cavawood.com/>

Performed SEO maintenance, HTML and CSS improvements, edited site during Google SEO updates to improve search ranking. Assisted with product sales, entered orders, and addressed client questions. Conducted market research and lead generation. Designed, coded, and implemented SEO for client site LumosCustom.com.

Penton Media Fort Collins, CO 80525 (Contract Employment) January 2012 - May 2012
<http://www.pentonmarketingservices.com/>

Performed sales audits to support sales team in the external market. Conducted SEO audits and collaborated with clients to ensure proper marketing focus. Improved search engine rankings and made marketing recommendations. Conducted link building, wrote meta descriptions, made HTML improvements, and worked closely with Google products.

Hertz Local Edition Parker, CO 80134 June 2011 - January 2012
<http://www.hertz.com/>

Consistently met sales goals selling product upgrades and rental insurance to retail customers. Maintained relationships with insurance companies and dealerships. Managed local branches, resulting in improved sales and efficiency. Trained new employees in compliance with Hertz management and sales standards.

Enterprise Rent-A-Car Fort Collins, CO 80524 June 2010 - May 2011
<http://www.enterprise.com/>

Part-time position.

FREELANCE

Cavawood Architectural Products Englewood, CO 80110

<http://www.cavawood.com/>, <http://www.lumoscustom.com/>

Edited and prepared photos for catalogs, web pages, and product presentations. Designed and built Cavawood.com and LumosCustom.com websites alongside current manager. Collected leads and worked on print and electronic marketing materials. Provided website maintenance and design.

What About The Sound? Dallas, TX 75201

<http://whataboutthesound.com/>

Designed and built website, including layout, HTML, CSS, and graphic elements.

Legacy ATM, LLC Highlands Ranch, CO 80126

<http://www.startanatmbusiness.com/>

Designed new logo and promotional banners on various Legacy ATM company websites.

Waveolio, LLC Chicago, IL 60611

<http://www.waveolio.com/>

Designed website template, produced graphics, website pages, and company logo mockups.

SKILLS

Software Adobe Photoshop, Adobe Muse, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign. Microsoft Excel, Microsoft Word, Microsoft Powerpoint. Advanced formulas and cross-app interlinking. FileMaker Pro. VMWare Fusion. Parallels Desktop.

Operating Systems Mac OS X, Windows OS.

Protocols Visual Basic macros, HTML, CSS, FTP, Applescript, limited JavaScript implementation and manipulation.

Tools Google Analytics, Google Tag Manager, Google AdWords. Tableau Desktop, Tableau Server, Next Analytics, SQL Developer.

CMS Wordpress. Non-development.

Language Spoken and written Japanese, as well as cultural and social knowledge. Mid-elementary level.

EDUCATION

BS, Business Administration, Colorado State University - Fort Collins, CO 80521
Studies focused on Marketing, Business, Economics, and Japanese language.

2007 - 2011