

## EXPERIENCE

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**Empower Retirement** Greenwood Village, CO 80111  
**Web Optimization & Analytics Manager** March 2018 - Present  
**Driving** analytics strategy, implementation, and continuous improvement across multiple B2B and B2C websites.  
**Automating** reporting dashboards with data sourced from multiple databases and formats.  
**Utilizing** Google BigQuery SQL, Amazon Redshift, SAS, and Tableau to build and drive reporting excellence.  
**Architecting** and executing a consistent, well-documented datalayer-based web analytics strategy.  
**Organizing**, improving, and administrating all aspects of Google Analytics 360.  
**Scoping**, building, running, and reporting on A/B tests in Optimizely.  
**Migrating** web properties to Google Analytics 4.  
**Managing** multiple complex implementations of Google Tag Manager, utilizing JavaScript and jQuery.  
**Utilizing** SEMRush and Google Search Console to share best SEO practices to assure organization-wide self-sufficiency and organic growth.  
**Building** regular expressions to modify, parse, and organize complex data sets from multiple sources.  
**Monitoring** analytics properties in real-time to provide cleaner, more accurate insights.  
**Training** and supporting multiple inter-organizational groups, teams, and individuals.  
**Building** on experience and learnings from Empower's Ready To Lead manager training program.

**Arrow Electronics** Englewood, CO 80112  
**Senior Web Analyst** June 2016 - February 2018  
Built advanced Tableau and Excel reports which were used to inform decisions across global eCommerce efforts. Used SQL, regular expressions, Tableau calculations, and complex Excel formulas to transform and organize data. Managed complex instances of Google Tag Manager and Google Analytics 360 across multiple web properties. Managed leading-edge technical implementation of on-site data layers to capture user, page, and interaction data. Trained members of the digital organization on best practices in Google Analytics, Tag Manager, BigQuery, and Tableau. Gathered additional insights from tools like SimilarWeb and Decibel Insight. Implemented various tags through and managing implementation of Tealium iQ and custom data layer. Led weekly analytics trainings. Forecasted changes in site traffic during promotional periods.

**Web Analytics Specialist** July 2015 - June 2016  
Built advanced, automated Tableau and Excel metrics reports which informed decision-makers of performance across paid search, eCommerce, and web traffic efforts. Used regular expressions to parse and organize data. Cooperated with managers across sales, search engine optimization, and pricing disciplines to deliver actionable insights. Worked with external suppliers to report on marketing campaigns. Focused on comparisons of eCommerce and paid search metrics and KPI's across specific periods of time. Managed Google Analytics and Google Tag Manager implementations across multiple web properties.

**Caterpillar, Inc.** Peoria, IL 61602  
**Web Analytics Specialist** April 2013 - June 2015  
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. Implemented event and funnel-based goals, defined user access, and created remarketing lists.

**Agilent Technologies** Englewood, CO 80155 (Contract)  
**Consultant** February 2013 - March 2013

**Cavawood Architectural Products** Englewood, CO 80110  
**Web & Graphic Designer** June 2012 - March 2013

**Penton Media** Fort Collins, CO 80525 (Contract)  
**SEO Specialist** January 2012 - May 2012

**Hertz Local Edition** Parker, CO 80134  
**Management Trainee** June 2011 - January 2012

## FREELANCE

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### **Lumos Architectural Lighting** Denver, CO 80223

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

Built first version of website in 2014, redesigned and rebuilt website in 2017, and again in 2022-23 using Wordpress. Trained Lumos team to maintain site in Wordpress. Set up DNS, hosting, domain registration.

### **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, logo, produced graphics, and web pages.

## SKILLS

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**Tools** Google Analytics 360, Google BigQuery, Google Tag Manager 360, Google Analytics 4, Looker Studio, Optimizely, Google AdWords, SEMRush, Wistia, Google Webmaster Tools, Tealium iQ. Tableau Desktop, Tableau Server, Amazon Redshift, Amazon Athena, SAS Viya.

**Interpersonal** Group training, technical and client-facing teams.

**Software** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Muse. Microsoft Excel, Microsoft Word, Microsoft Powerpoint. Advanced formulas like INDEX/MATCH and VLOOKUP.

**Operating Systems** Apple macOS, Windows 7-11, iOS 2-17.

**Protocols** HTML, CSS, S/FTP, SAS SQL, Redshift SQL, BigQuery SQL, Regular Expressions. JavaScript and jQuery implementation and manipulation within Angular/React environments.

**CMS** Wordpress, non-development. Semplice tool.

**Language** Spoken and written Japanese, elementary level. Cultural and social knowledge.

## EDUCATION

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

2007 - 2011

## VOLUNTEERISM

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Big Brothers Big Sisters of Colorado

April 2019 - Present

Training the web and content teams on best practices related to Search Engine Optimization and Google Analytics, working within a custom Wordpress implementation. Ongoing updates and upkeep related to SEO, analytics tracking, and automated GA reporting.

## CERTIFICATIONS

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Google Analytics Individual Qualification (GAIQ)