

## EXPERIENCE

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### **Arrow Electronics** Englewood, CO 80112

#### **Senior Web Analyst**

June 2016 - Present

Building advanced Tableau and Excel reports which are used to inform decisions across global eCommerce efforts. Using SQL queries, regular expressions, Tableau calculations, and complex Excel formulas to transform and organize data.

Managing complex instances of Google Tag Manager and Google Analytics 360 across multiple web properties. Managing leading-edge technical implementation of on-site data layers to capture user, page, and interaction data. Training members of the digital organization on best practices in Google Analytics, Tag Manager, BigQuery, and Tableau. Gathering additional insights from tools like SimilarWeb and Decibel Insight. Implementing various tags through and managing implementation of Tealium iQ and custom data layer. Consulting with multiple teams like UX, SEO, and Marketing. Leading weekly analytics trainings. Forecasting increases in site traffic and server load during promotional periods.

#### **Web Analytics Specialist**

July 2015 - June 2016

Building advanced, automated Tableau and Excel 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. Managing 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. Implementing event and funnel-based goals, defining user access, creating remarketing lists.

### **Agilent Technologies** Englewood, CO 80155 (Contract)

#### **Consultant**

February 2013 - March 2013

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

### **Cavawood Architectural Products** Englewood, CO 80110

#### **Web & Graphic Designer**

June 2012 - March 2013

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)

#### **SEO Specialist**

January 2012 - May 2012

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

#### **Management Trainee**

June 2011 - January 2012

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.

## FREELANCE

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### **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

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**Software** Adobe Photoshop, Adobe Muse, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign.

Microsoft Excel, Microsoft Word, Microsoft Powerpoint. Advanced formulas and customization.

**Operating Systems** Mac OS X, Windows OS.

**Protocols** HTML, CSS, FTP, SQL, JavaScript implementation and manipulation.

**Tools** Google Analytics 360, Google BigQuery, Google Tag Manager, Google AdWords. Tableau Desktop and Server, Next Analytics, Hue/Hive/Impala databases.

**CMS** SiteCore, Wordpress. Non-development.

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

## EDUCATION

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BS, Business Administration, Colorado State University - Fort Collins, CO 80521

2007 - 2011

Studies focused on Marketing, Business, Economics, and Japanese language.