

Chris Randazzo
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EXPERIENCE

Great-West Financial Englewood, CO 80112

Web Optimization & Analytics Manager

March 2018 - Present

Driving Analytics strategy, architecture, implementation, and improvements across multiple large financial websites and micro-sites. Utilizing Google BigQuery SQL and Amazon Athena to build and drive reporting excellence. Organizing, improving, and administrating all aspects of Google Analytics 360. Managing multiple advanced AngularJS-based implementations of Google Tag Manager. Optimizing SEO and sharing best practices to assure organization-wide self-sufficiency. Building regular expressions to modify, parse, and organize complex data. Monitoring analytics properties in real-time to provide cleaner, bot-free results.

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. Lead 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

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 via HTML and CSS improvements, edited site during Google SEO updates to improve search ranking. 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. Worked closely with Google products.

Hertz Local Edition Parker, CO 80134

Management Trainee

June 2011 - January 2012

Consistently met sales goals. Maintained relationships with insurance companies and dealerships. Managed local branches, resulting in improved sales and efficiency. Trained new employees.

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

Tools Google 360 Suite, Google Analytics 360, Google BigQuery, Google Tag Manager 360, Google AdWords. Tableau Desktop, Tableau Server, Next Analytics, Amazon Athena, DiffMerge.

Software Adobe Photoshop, Adobe Muse, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign. Microsoft Excel, Microsoft Word, Microsoft Powerpoint. Advanced formulas and chart customization.

Operating Systems Mac OS X, Windows Vista, Windows 7.

Protocols HTML, CSS, FTP, SQL, Regex, Powershell. JavaScript implementation and manipulation.

CMS SiteCore, 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

2007 - 2011

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

CERTIFICATIONS

Google Analytics Individual Qualification
Completion ID 13659526

May 2018 - May 2019