

---

# GOOGLE ANALYTICS ANALYST RESUME

Lue Novak  
3483 Laurel Lee  
Minneapolis, MN 55415  
(111) 355-8761  
Email : [email]

---

## Career Goal:

---

Looking for challenging position as Google Analytics Analyst and utilizing my skills and experiences in SiteCatalyst, Google Analytics, DART for Advertisers, Coremetrics, and Radian6 for achieving the company success.

---

## Technical Skills:

---

Expertise in business intelligence platforms:

- QlikView
- Tableau

Familiarity with conversion rate optimization and related tools:

- KISSMetrics
- Adobe test and target
- Visual Website Optimizer

Good knowledge of:

- PPC
- SEO

Well-versed in online advertising system:

- Ad-serving
- SEM platform and tracking technology

Adept in web analytics platforms:

- Omniture Site Catalyst
- Google Analytics

Outstanding ability to perform:

- Web testing
- Tag management
- Interactive marketing
- Financial modeling

Skilled in:

- SQL
- SPSS
- Multivariate testing and statistical analysis

---

## Relevant Experience:

---

Google Analytics Analyst  
Vertical Nerve Inc.  
January 2012 – Present  
Minneapolis, MN

- Conducted PPC and display campaigns for end users.
- Formulated and executed analytics strategies for properties.
- Analyzed and reported latest industry trends for business implications.
- Prepared and documented specifications for business intelligence reports.
- Maintained and reviewed technical designs for development of reporting solutions.
- Participated in market research analysis for determination of commerce trends.
- Provided assistance in online campaigns and online marketing strategy execution.
- Installed, tested and reviewed web analytics tags for quality purpose.

Google Analytics Analyst  
Randstad Technologies  
November 2010 – January 2012  
Falmouth, ME

- Provided guidance for ad hoc campaigns and reporting purpose.
- Prepared and updated report templates as per client requirements.
- Developed and deployed new code and tags with Site Catalyst.
- Utilized Adobe SAINT Classification tools for supporting client campaigns.
- Suggested improvements for tracking, reporting and analysis of performance.
- Designed and developed integrated marketing solutions for clients and channels.
- Analyzed and documented market place and technologies within various industries.
- Conducted daily attribution analysis and designed rule based protocols.

---

### **Educational Background:**

---

Master's Degree in Information Technology  
West Central Technical College  
August 2008 – May 2010  
Waco, GA

---

### **Professional Certification:**

---

Google AdWords Qualified – Reporting and Analysis July 2010

[Build your Resume Now](#)