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## Web Analytics Specialist Resume

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### Job Objective

Experienced Web Analytics Specialist of many years seeking employment with the company to help advance in the industry.

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### Highlights of Qualifications:

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- Huge experience with enterprise level web analytics tools
  - Familiarity with web analytics methodologies – experimentation and testing, competitive analysis, surveys and market research
  - Wide knowledge of Google Analytic usability, funneling, engagement, organic ranking, linking, SEO, SEM and lead capture
  - Ability to handle a high volume of work in a short period of time
  - Ability to handle multiple priorities simultaneously
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### Professional Experience:

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Web Analytics Specialist  
Global System Applications, Dallas, TX  
May 2006 – Present

- Recognized target areas for acquisition and conversion enhancements.
- Reviewed the success of promotional and search engine campaigns using analytic tools.
- Recommended changes in web design.
- Established analytics to analyze effectiveness of changes.
- Monitored performance as a result of applied changes.
- Collaborated with product, design and engineering to assure that all current features and development are applied.

Web Analytics Specialist  
Websense, Inc., Dallas, TX  
March 2003 – April 2006

- Monitored Website performance, trends and click stream path analysis.
  - Performed daily management of WebTrends analytics system.
  - Developed key reports, dashboards and analysis.
  - Identified enhancements to Website based on usage and traffic patterns.
  - Conducted Search Engine Optimization and advice on search and display ads.
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### Education:

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Bachelor's Degree in Computer Science  
Saint John's Seminary College, Camarillo, CA

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