

Dedicated professional with expertise in web analytics and digital marketing. Seeking a role to apply analytical skills in optimizing marketing campaigns and leveraging data-driven insights to contribute to business success. Eager to contribute to a dynamic team and make meaningful impacts in a challenging environment.

EXPERIENCE

MARKETING SPECIALIST/ANALYST ARMYLIFE 11.2022 — CURRENT

- Conducted ad-hoc analyses to identify market trends, customer behaviors, and potential business opportunities.
- Generated sales reports to provide insights into performance, contributing to informed decision-making.
- Executed periodical analyses to evaluate the effectiveness of marketing strategies and identify areas for improvement.
- Visualized key metrics using data visualization tools, enhancing the understanding of complex information for stakeholders.
- Created and managed marketing campaigns to increase sales, resulting in a significant boost in revenue.
- Successfully increased sales by implementing strategic initiatives based on the current marketing situation.
- Reduced the number of returned orders by analyzing customer issues and implementing solutions to enhance satisfaction.
- Took a leadership role in formulating pricing strategies aligned with the current marketing situation.

WEB ANALYST • MAGNETTO.PRO • 06.2023 — TODAY

- Installed tracking pixels on websites to gather data on user behavior and interactions.
- Created goals in UA, GA4, and Yandex.Metrica to measure and analyze website performance.
- Utilized Google Tag Manager to create and manage tags for tracking goals, ensuring accurate data collection.
- Collaborated with the marketing department to provide insights on leads, optimizing strategies for better results.
- Implemented eCommerce on websites, enhancing the online shopping experience for users.
- Visualized key metrics for shareholders and marketing specialists using Looker and Yandex.Lens.
- Implemented end-to-end analytics to measure the effectiveness of various traffic sources.
- Collaborated with the UX/UI department to improve websites' usability, resulting in enhanced user satisfaction and engagement.

WEB ANALYST • FREELANCE • 01.2021 — 11.2022

- Installed tracking pixels on various websites to capture and analyze user behavior and interactions.
- Gathered and analyzed data to visualize key metrics, providing clients with valuable insights into their web performance.
- Created goals in UA, GA4, and Yandex.Metrica to establish measurable targets for website analytics.
- Implemented end-to-end analyses to assess the overall effectiveness of various web properties.
- Collaborated closely with clients to understand their specific requirements and tailor analytics solutions accordingly.

AFFILIATE MARKETING SPECIALIST • FREELANCE • 2015 — 2021

- Executed and managed marketing campaigns on Facebook, Google Ads, and Yandex.Direct to promote various products and drive affiliate sales.
- Conducted in-depth analyses of the efficiency of each marketing campaign, utilizing key performance indicators to optimize performance.
- Created compelling landing pages for different products, ensuring a seamless user experience and maximizing conversion rates.
- Collaborated with CPA networks to establish and maintain profitable partnerships, negotiating terms and optimizing collaboration strategies.
- Analyzed competitors to identify best-selling products and implemented strategies to outperform rivals.
- Monitored industry trends and implemented innovative approaches to stay ahead in the competitive affiliate marketing landscape.

SKILLS

- Excel
- Google Analytics (UA, GA4)
- Yandex.Metrica
- SQL
- Data Analytics
- Web Analytics
- Google Tag Manager
- Looker Studio
- Data Lens
- Big Query
- Python (NumPy, Pandas, Matplotlib, Seaborn, Machine Learning)