**Technical Skills:**Hitbox, Omniture Site Catalyst, Google Analytics, AdTech,Affinium, Unica, BRIO, Teradata, and Clarify.

**Professional Experience**

**Confidential– New York, NY (Winner of the 2011 Webby Award for Best Fashion Website) April 2011 – Present  
Part-Time Web Analytics Consultant**

* Responsible for conducting detailed analysis via Omniture Site Catalyst and Google Analytics and making actionable recommendations based on the data.
* Responsible for weekly and monthly reports which are distributed to top-level management along with insights and analysis.
* Responsible for fulfilling all ad-hoc reporting requests.

**Confidential–New York, NY June 2010 – February 2011  
Digital Marketing Analyst**

* Responsible for all website reporting/analytics and making recommendations based on the data.
* Responsible for using the AdTech ad server to display advertising on our website as well as serve and track our own external ads.
* Responsible for tracking and analyzing all digital marketing and advertising activities – click-through rates, conversion rates, cost-per-click, and cost per acquisition.
* Created daily, weekly and monthly reports for distribution to top-level management along with insights and analysis.
* Experienced in project management around the implementation of Omniture SiteCatalyst, Omniture Genesis, ExactTarget and AdTech.

**Confidential – Greenwich, CT December 2007-April2009  
Internet Marketing Analyst**

* Responsible for consulting on conversions and creating tracking tags for internet marketing campaigns (Email, Banner Ad, Paid Search).
* Responsible for providing detailed qualitative and quantitative analysis on campaigns and general website traffic through the use of Hitbox and Omniture SiteCatalyst.
* Experienced in project management for webpage creation and conducted analysis on numerous social media campaigns.
* Worked primarily with the following clients: Accenture; Accenture Careers Group.
* Key accomplishments include: increased traffic to Accenture Asia’s job search tool by 27% in one month; increased traffic to Accenture Finland’s job search tool by more than 22% in one month; and increased traffic to Accenture Australia’s job search tool by 15% in one month.

**Confidential – Dublin, Ireland January 2005-November 2006   
Marketing Campaign Executive**