

ROBERT SMITH

Web Analyst

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Web Analyst with 2 years of experience in Developing and implementing high quality websites and standard-based web application from design phase to functional web presence A dedicated professional with well-versed technical and design skills. Excellent with communication and problem solving. Known for multi-tasking multiple pressing projects and meeting all deadlines.

EXPERIENCE

Web Analyst

ABC Corporation - 2012 - 2012

- Created and managed dashboards for multiple departments and upper-level executives.
- Responsible for vendor relationships with advertising agencies.
- Optimized websites, on/off-page SEO for all corporate entities.
- Oversaw content creation and strategy.
- Managed website conversions and site performance.
- Worked with the collective Site Optimization team and business partners to identify A/B testing opportunities and personalization efforts.
- Wrote and edited timely press releases for customer and industry professionals using the PR Web.

Web Analyst

Delta Corporation - 2009 - 2012

- Data Analytics, Online Marketing & SEO Tools Google Analytics, AdWords & AdSense Implemented and configured web analytics to the clients.
- Worked on web files to authenticate and validate the identity of an individuals right to property.
- Answered all calls that came in and also, questions pertaining to the process.
- Responsible for web analytics and tag management across multiple client websites Responsible for website analytics, social analytics, and SEO Meet.
- Responsible for overseeing Coremetrics implementation.
- Responsible for installing Google Analytics as a backup to Coremetrics Responsible for weekly SEO reports Created multiple report templates.
- Coded emails for distribution through Email Service Providers (ESP) system Assisted in the replacement of Cheetah Mail (ESP) totally throwing out.

EDUCATION

- High School Diploma

SKILLS

Editing Skills, Analyst, Management Skills, Communication Skills.