

# Emily Chen

Web Analyst



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## Summary

Results-driven Web Analyst with 2+ years of experience in analyzing website data and informing business decisions. Proven track record of driving website conversions and traffic through data-driven marketing efforts. Skilled in Google Analytics, Tableau, SQL, and Python, with a strong understanding of data analysis and visualization. Strong communicator and collaborator with a passion for using data to tell stories and drive business growth.

## Experience



### Web Analyst

ABC Corporation • New York, NY

Jan 2020 - Present

Analyzed website traffic, user behavior, and campaign performance to inform business decisions

- Developed and maintained dashboards to track key performance indicators (KPIs) using Google Analytics and Tableau
- Conducted A/B testing and experimentation to optimize website elements and improve user engagement
- Collaborated with cross-functional teams to design and implement data-driven marketing campaigns
- Identified areas of improvement and recommended solutions, resulting in a 25% increase in website conversions



### Junior Web Analyst

DEF Startups • San Francisco, CA

Jun 2019 - Dec 2019

Assisted in analyzing website data and providing insights to stakeholders

- Assisted in developing and maintaining reports to track website metrics and KPIs
- Helped conduct user research and usability testing to inform product development
- Collaborated with the marketing team to design and implement targeted advertising campaigns
- Contributed to a 15% increase in website traffic through data-driven marketing efforts

## Skills

Data Analysis

Google Analytics

Tableau

SQL

Python

Communication

Collaboration

Problem-Solving

## Education

Bachelor of Science

Aug 2015 - May 2019

University of California, Berkeley

Berkeley, CA

Computer Science

3.8/4.0

## Certificates

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Certified Data Analyst

Jun 2020

Data Science Council of America

Demonstrated expertise in data analysis, visualization, and interpretation