

Elizabeth Chzn

Senior Web Analyst

Profile

I have over 5 years of experience as a Senior Web Analyst. I am skilled in data analysis, web analytics, and marketing research. I have a strong understanding of web technologies and how to use them to improve website performance. I am also experienced in creating reports and presentations to communicate findings to clients or management.

Employment History

Senior Web Analyst at WebMD, MD

Jun 2022 - Present

- Conducted analysis on website traffic and user behavior, resulting in a 5% increase in conversion rates.
- Led the design and implementation of a new web analytics platform that saved the company \$50,000 per year.
- Created custom reports for senior management which led to increased transparency and understanding of web metrics.
- Implemented tracking code changes on company website that improved data accuracy by 10%.
- Analyzed customer feedback surveys to identify areas for improvement on the website, leading to a 4% decrease in customer churn rate.
- Wrote SQL queries to pull data from multiple databases for use in Excel pivot tables and Tableau visualizations.

Web Analyst at AARP, MD

Sep 2017 - May 2022

- Led the development of a new website that resulted in a 25% increase in web traffic.
- Implemented Google Analytics tracking and reporting for all website activity, which led to insights that increased conversion rates by 15%.
- Defined requirements for, and oversaw the implementation of, a CRM system integration with our e-commerce platform that boosted sales revenue by \$2 million per year.
- Analyzed user behavior on our website and identified key areas for improvement resulting in a 5% increase in overall engagement.
- Created custom dashboards and reports in Google Analytics to track KPIs and share findings with stakeholders across the company.

Education

Bachelor of Science in Computer Science at University of Maryland, College Park

Sep 2013 - May 2017

I have learned many skills while studying Bachelor of Science in Computer Science, including programming, critical thinking, and problem solving.

Details

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Links

[linkedin.com/in/elizabethchzn](https://www.linkedin.com/in/elizabethchzn)

Skills

HTML

CSS

JavaScript

ReactJS

Node.js

Express

Languages

English

Arabic

Hobbies

Listening to music

Watching TV

Playing video games