

Juanita Coville

Web Analytics
Architect

Employment History

Details

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8343 W 76th St, Chicago, IL 60652

Web Analytics Architect at Web Analytics Architect, IL

Apr 2022 - Present

- Successfully implemented web analytics tools and solutions for a major e-commerce website which resulted in a 20% increase in online sales.
- Configured and managed web analytics solution for a global organization which tracked over 100 million monthly visitors.
- Worked with marketing team to design and implement A/B testing program that increased conversion rates by 30%.
- Created custom reports and dashboards using Google Analytics that saved the company \$50,000 per year in external reporting fees.
- Analyzed website traffic data to identify trends and opportunities resulting in a 10% decrease in customer churn.

Senior Web Analytics Architect at Aurora, IL, IL

Sep 2019 - Feb 2022

- Implemented web analytics tracking for a global ecommerce website, resulting in a 20% increase in online sales.
- Designed and implemented an innovative web analytics reporting system that allowed marketing managers to make data-driven decisions that increased ROI by 30%.
- Conducted extensive user research and analysis to identify key areas of improvement for a major airline's website. As a result, the company saw a 10% decrease in customer complaints and a 5% increase in bookings.
- Played a pivotal role in developing and launching a new social media platform for one of the world's largest companies. The platform achieved over 50 million users within its first year.

Lead Web Analytics Architect at Kane County, IL, IL

Sep 2015 - Aug 2019

- Defined and implemented web analytics strategy for a global organization, resulting in a 20% increase in website traffic.
- Led team of analysts to design and implement custom reporting solutions that increased efficiency by 30%.
- Implemented tagging solution across 100+ websites that improved data quality and accuracy.
- Trained internal teams on web analytics best practices, leading to more effective decision making.
- Authored whitepaper on advanced web analytic techniques that was published by industry association.