

# LYNNETTE TAWIL

Web Analytics Consultant

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## PROFILE

Over the past 5 years, I have provided web analytics consulting services to clients in a variety of industries. My experience includes working with clients to implement and use web analytics tools, interpret data, and develop actionable insights to improve website performance. I have also worked extensively with Google Analytics and other web analysis platforms. In addition to my technical skills, I am also an excellent communicator and project manager who is able to work effectively with diverse teams.

## LINKS

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

## SKILLS

Google Analytics

Adobe Analytics

SQL

Tableau

Data visualization

Excel

## LANGUAGES

English

Dutch

## EMPLOYMENT HISTORY

### ● Senior Web Analytics Consultant at BizWisdom, SD

Jun 2022 - Present

- Defined KPIs and business objectives for web analytics projects across multiple industries including ecommerce, travel, media/publishing, and healthcare.
- Implemented Google Analytics tracking code on 50+ client websites ranging in size from small businesses to large enterprises.
- Conducted analysis of website traffic data to identify trends and insights that led to increased online sales or conversions for clients.
- Wrote custom reports using SQL for a variety of clients in order to track specific key performance indicators (KPIs).
- Generated weekly, monthly, and quarterly reporting deliverables for clients detailing progress against goals.

### ● Web Analytics Consultant at Marketing Maven, SD

Aug 2017 - Apr 2022

- Led a team of analysts in conducting user research, web analytics and developing marketing strategies for a major e-commerce website. The site's conversion rate increased by 20% as a result.
- Defined KPIs and set up tracking using Google Analytics for an online retailer which led to a 15% increase in sales year over year.
- Implemented A/B testing on client's websites resulting in average uplift of 12%.
- Conducted analysis that identified key areas of improvement on clients' websites. As a result, one client saw traffic increase by 30%, while another experienced 50% growth in leads generated from their website.

## EDUCATION

### Bachelor of Science in Marketing at University of South Dakota

Aug 2012 - May 2017

Some skills I've learned are effective communication, teamwork, critical thinking, and time management.

## CERTIFICATES

### Google Analytics Individual Qualification (IQ)

Jan 2021

### Adobe Certified Expert in Omniture SiteCatalyst

Nov 2019

## MEMBERSHIPS

American Marketing Association

Digital Analytics Association