Kendi Katzenmeyer

Web Analytics Developer

Profile

As a web analytics developer with over 5 years of experience, I have extensive knowledge in the areas of website analysis and optimization. Additionally, I am well-versed in multiple programming languages and platforms used for web development. In my previous roles, I have utilized my skills to improve website performance and traffic flow through effective data interpretation. My ultimate goal is to increase online visibility for businesses while providing users with an enjoyable experience on their websites.

Employment History

Lead Web Analytics Developer at Adobe Analytics, WY
Apr 2022 - Present

- Implemented web analytics tracking code on website which increased conversion rates by 15%.
- Redesigned website's landing page, resulting in a 20% increase in web traffic.
- Conducted user research and discovered that the site's search function was ineffective. Implemented changes which improved search results by 25%.
- Led team of 4 analysts in providing insights to company's marketing campaigns. Helped increase ROI for paid advertising campaign by 10%.
- Analyzed data to identify trends and made recommendations to improve customer retention rate by 5%.
- Wrote SQL queries to generate custom reports for business stakeholders with specific needs.

Senior Web Analytics Developer at Google Analytics, WY
Jul 2017 - Mar 2022

- Led the development of a/an analytics tool that helped increase web traffic by 15%.
- Implemented an innovative tracking system that improved click-through rates by 20%.
- Conducted extensive A/B testing which resulted in a 5% conversion rate lift.
- Wrote custom code to track key user interactions and events on website.
- Generated weekly, monthly and quarterly reports for management team highlighting key trends and insights.
- Provided training and support to junior analysts on best practices for data analysis.

Certificates

Google Analytics Individual Qualification
Apr 2021

Adobe Certified Expert - Omniture SiteCatalyst
Dec 2019

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- 123 Main Street, Cheyenne, WY 82001

Education

Bachelor of Science in Computer Science at University of Wyoming
Sep 2013 - May 2017

I have learned a variety of programming languages, computer science fundamentals, and software development skills.

Links

linkedin.com/in/kendikatzenmeyer

Skills

HTML

CSS

JavaScript

React

Node.js

Express.js

Languages

English

Portuguese

Hobbies

Web Development

Graphic Design

SEO