

# Wahneta Volbert

Web Analytics Manager

✉ [wahneta.volbert@gmail.com](mailto:wahneta.volbert@gmail.com)

☎ (344) 623-6882

📍 2205 E Court Ave, Des Moines,  
IA 50309

## Education

### Bachelor of Science in Marketing at University of Iowa

Sep 2013 - May 2017

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

## Links

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

## Skills

Google Analytics

Adobe Analytics

SQL

Tableau

Data visualization

Excel

## Languages

English

Italian

## Hobbies

Listening to music

Reading books

Watching movies

## Profile

Over 5 years of experience as a web analytics manager. Proven ability to improve website performance and KPIs through data-driven analysis and decision making. Experienced in managing teams of analysts, developing reporting systems, conducting user research, and stakeholder management. Strong technical skills in Google Analytics, SQL, Excel, R programming language.

## Employment History

### Web Analytics Manager at Google Analytics, IA

Jun 2022 - Present

- Led a team of analysts in developing and implementing web analytics strategies that increased website traffic by 15% within 6 months.
- Successfully implemented web tracking solutions (e.g. Google Analytics) for 5 major websites, resulting in more accurate data collection and analysis.
- Created over 50 custom reports using Google Analytics to track key performance indicators for website visitors, conversion rates, and other important metrics.
- Conducted regular analysis of website data to identify trends and areas for improvement, making recommendations to senior management on how to increase online sales/conversions.
- Worked with marketing team to develop targeted campaigns based on user behavior data, resulting in a 10% increase in click-through rates.
- Managed budget for web analytics tools & services.

### Senior Web Analytics Manager at Adobe Analytics, IA

Sep 2017 - Apr 2022

- Led a team of 5 analysts in improving website conversion rates by 15% through A/B testing and multivariate analysis.
- Implemented web analytics tracking for a new e-commerce platform, resulting in insights that led to a 20% increase in online sales.
- Defined KPIs and reporting requirements for new website redesign project; created custom reports in Google Analytics to track progress against goals.
- Conducted regular competitive intelligence research on other companies' digital marketing efforts; shared findings with management which led to changes in our own strategy that increased traffic by 10%.
- Authored monthly blog post series on advanced web analytics topics, reaching an audience of over 50,000 people per month.
- Trained junior analyst staff members on statistical methods and data interpretation.

## Certificates

### Google Analytics Individual Qualification

Feb 2021

### Adobe Certified Expert

Jul 2019