

Alane Abano

Web Analytics Specialist

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☎ (993) 216-9688

📍 1234 Elm Street, New York, NY 10001

EDUCATION

Bachelor of Science in Marketing at University of Nevada, Reno

Aug 2014 - May 2019

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

LINKS

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

SKILLS

Google Analytics

Adobe Analytics

SQL

Tableau

Data visualization

Excel

LANGUAGES

English

French

HOBBIES

Listening to music

Watching movies

Playing video games

PROFILE

As a web analytics specialist with over three years of experience, I have extensive knowledge in the area of website optimization and am skilled in using various analytical tools to improve website performance. In my previous roles, I have utilized my expertise to increase online traffic by improving site usability and developing targeted marketing campaigns. My skills also include data analysis and interpretation, which has allowed me to identify trends and recommend solutions that lead to increased conversions. Through my work, I have gained a deep understanding of how web users interact with websites and what factors influence their behavior. This knowledge allows me to provide insights that are essential for optimizing website design, content, and functionality.

EMPLOYMENT HISTORY

● Web Analytics Specialist at Google Analytics, NV

May 2022 - Present

- Implemented web analytics tracking code across an e-commerce website, resulting in a 50% increase in data capture.
- Configured Google Analytics to track key user interactions on a website and provided monthly reports to stakeholders.
- Conducted analysis of customer behavior on a website and identified areas for improvement.
- Wrote SQL queries to extract data from multiple databases for analysis.
- Created custom dashboards in Google Analytics to visualize complex data sets.

● Web Analytics Associate at Adobe Analytics, NV

Aug 2019 - Apr 2022

- Implemented web analytics tools on 5 client websites which resulted in a 15% increase in website traffic.
- Monitored and analyzed website data for trends and patterns, providing insights and recommendations to clients that led to increased conversion rates by 20%.
- Generated weekly, monthly, and quarterly reports detailing website performance metrics such as pageviews, unique visitors, bounce rate, time on site etc. for 10+ clients.
- Conducted A/B testing on various elements of client websites (e.g. call-to-action buttons, headlines) resulting in improved click-through rates by up to 30%.

CERTIFICATES

Google Analytics Individual Qualification

Jan 2021

Adobe Certified Expert - Omniture SiteCatalyst

Oct 2019