Christopher Landaverde
Central Florida
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Professional Experience

Lead Commercial Analyst
The Chamberlain Group
June 2022 – December 2023

- Designed and implemented a comprehensive **Lead Generation Dashboard** in Power BI, integrating data from LinkedIn, Salesforce, Pardot, SAP, and Google Analytics to streamline marketing strategies.
- Developed **performance dashboards** using BigQuery to monitor KPIs, including self-service rates and parts conversion rates.
- Created custom tagging solutions via **Tealium** and **Google Tag Manager** to enhance data collection for marketing and analytics initiatives.
- Conducted in-depth analysis of user behavior using **Hotjar** and led A/B testing campaigns to optimize website performance and boost revenue.
- Designed email campaign performance dashboards in Tableau CRM, providing real-time insights on metrics such as click-through rates, conversions, and engagement.
- Engineered scalable data pipelines using **Cloud Composer** to integrate attribution data from Kochava into BigQuery for advanced analysis.

Contract Web Analytics Manager
TrustMarkins
August 2022 – February 2024

- Spearheaded **GA-4 migration** for multiple TrustMarkins subsidiaries, ensuring seamless tracking and improved analytics.
- Designed **custom dashboards** in Looker Studio (Google Data Studio) to visualize campaign performance metrics across domains like small business benefits and group benefits.
- Configured Google Tag Manager for precise user tracking, improving lead generation through optimized form submission tracking.
- Led tagging efforts for new SaaS products, implementing custom JavaScript solutions to track enrollment forms and user journeys effectively.

Analytics Manager
Trellist Marketing and Technology
July 2021 – May 2022

- Directed end-to-end **web tracking implementation** for ALIVE websites using Google Tag Manager, delivering accurate insights into user behavior.
- Automated data cleansing processes via **Python scripts**, enhancing data reliability for marketing analytics.
- Designed performance-driven dashboards in Power BI and Google Data Studio, enabling actionable insights for campaign optimization.

Production Manager
Marriott Vacations Worldwide
September 2019 – April 2021

- Managed paid search campaigns across five markets, applying in-depth analysis to optimize performance and maximize ROI.
- Led initiatives to enhance digital capabilities, collaborating with stakeholders to improve the user experience and e-commerce outcomes.
- Orchestrated reporting strategies to provide insights on campaign performance and emerging trends.

Technical Marketing Analyst
Darden
March 2019 – August 2019

- Coordinated updates for digital guest experiences, ensuring seamless execution of national promotions.
- Developed workflows for content scheduling, leveraging tools like Trello to streamline task management.

Data Analyst
Virtual Stack Systems
August 2018 – March 2019

- Optimized PPC campaigns across Google AdWords, Facebook, and Bing, driving increased visibility and conversions.
- Designed actionable dashboards in Google Data Studio for performance monitoring and optimization.

Marketing Analyst
TechnodealsUSA
September 2017 – April 2018

- Spearheaded **eCommerce paid search campaigns**, enhancing traffic and conversions through optimized targeting strategies.
- Developed and executed **marketing automation campaigns** for new customers, abandoned carts, and landing pages, resulting in increased conversions.
- Built comprehensive **Google Data Studio dashboards** to monitor and analyze key performance metrics.
- Implemented and managed SEO strategies, ensuring alignment with organizational goals to improve organic search performance.

Education

Bachelor of Science in Communications
University of Florida

Technical Skills

- **Data Visualization**: Power BI, Tableau, Looker Studio
- **Data Management & Analysis**: BigQuery, SQL, Python
- **Web Analytics**: Google Analytics (GA-4), Google Tag Manager
- **Tools**: Salesforce, Pardot, Tealium, Kochava
- **Methodologies**: A/B Testing, Marketing Mix Modeling, Agile