

# GILBERT KING

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## SKILLS & TOOLING

MS Excel	Python	Google Analytics 4	JavaScript	Data Visualization	Tag Management
Google Analytics	A/B Testing	MS SQL	ETL	Data Analysis	Tableau
MS PowerPoint	Data Studio	SEO	HubSpot	Big Query	User Behavior Analysis

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## EDUCATION & CERTIFICATIONS

<b>Masters of Science   Business Analytics, Data Science</b>   DePaul University	Dec 2021
<b>Bachelors of Science   Business Administration, Marketing</b>   Xavier University	May 2014
<b>HubSpot Certification, Inbound Marketing</b>	Completed: October 2023
<b>Google Analytics Certified Partner, Google Cloud</b>	Completed: August 2023
<b>Google Analytics Individual Qualification, Google Cloud</b>	Completed: August 2022
<b>Full Stack Developer Certification, Udemy</b>	Completed: June 2016

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## EXPERIENCE

<b>Lead Data Analyst</b>   <i>Puzzle Labs, Champaign, IL</i>	May 2022 – April 2023
<ul style="list-style-type: none"><li>• Provided data analysis, predictive analytics, and optimized business processes, achieving 10% data deduplication using Google Analytics, Google Analytics 4, Data Studio, Google Big Query, Excel, Powerpoint, and Tableau.</li><li>• Implemented Digital Tag Management data governance practices, ensuring 100% compliance while standing up and managing web data collection.</li><li>• Evaluated SEO and Tag Management vendors, implementing an efficient process that reduced vendor management time by 21%.</li><li>• Uncovered untapped sales opportunities through Excel and Tableau-based Exploratory Data Analysis on historical sales data, resulting in a 5% increase in quarterly sales. Architected data collection systems using Google Analytics 4.</li><li>• Oversaw the planning and execution of multi departmental Google Analytics data migration to GA4, and from Adobe Analytics.</li><li>• Collaborated with cross-functional teams to develop self-service tooling resulting in streamlined executive decision-making and a 20% reduction in time spent on data analysis and reporting. The tools include Python, SQL, and statistical modeling/analysis.</li></ul>	
<b>Senior Data Analyst</b>   <i>Strategic Education, New York City, NY</i>	August 2022– March 2023
<ul style="list-style-type: none"><li>• Achieved a 30% increase in return on ad spend within one month by creating a predictive forecasting model, resulting in an additional \$10,000 in revenue.</li><li>• Developed SEO and Analytics Dashboards, driving a 10% improvement in keyword rank over two quarters using Google Big Query for multiple clients. These client industries include CPG, Retail, eCommerce and SaaS.</li><li>• Boosted website traffic by 36% and achieved sales growth over three consecutive quarters through collaboration with engineers using Google and Adobe Analytics.</li><li>• Reduced reporting time by 13% through the creation of automated critical reports.</li><li>• Owned the planning and execution of GA3 -&gt; GA4 data migrations for multiple lines of business.</li><li>• Oversaw lifecycle maintenance, and reporting of Search, Social, and Web and Mobile App data including GA upskilling.</li></ul>	

**Data Analyst** | *Known, New York, NY*

July 2021 – July 2022

- Created Google and Adobe Analytics documentation and curriculum for Media Science learning series.
- Drafted and created several landing pages which increased conversions by 5% for two consecutive quarters.
- Ensured compliance with digital marketing regulations and best practices, including GDPR and CAN-SPAM Act.
- Designed and developed numerous dashboards, ETL jobs and insights using JavaScript, Python, and SQL and cross functional collaboration to successfully increase web traffic by 50% and sales conversions by 32% over a 4 month span.

**Digital Analyst** | *Scholars Path, Chicago, IL*

November 2018 – July 2021

- Optimized performance of web data pipeline 10%, increasing and cleaning the consumption method of KPI's into PostgreSQL.
- Collaboratively designed new features according to user survey analysis resulting in 98% customer satisfaction quarterly.
- Diligently monitored and analyzed key performance metrics using web analytics tools, leading to a 15% increase in the effectiveness of marketing strategies and tactics.
- Proposed and conducted A/B tests and multivariate experiments to optimize landing pages and conversion funnels, leveraging GA4, Adobe Target, and GTM to achieve a remarkable 20% improvement in conversion rates.
- Conducted A/B tests and multivariate experiments to optimize landing pages and conversion funnels using GA4, Adobe Target, GTM.

**Digital Analytics Developer** | *The Triibe, Chicago, IL*

May 2016 – October 2018

- Provided comprehensive briefing sessions and technical assistance to both internal client IT teams and external agencies, fostering collaborative development efforts.
- Seamlessly integrated diverse data sources and marketing systems, enhancing data accessibility and streamlining decision-making processes.
- Delivered continuous technical support to maintain strong client relationships and promptly address any technical challenges or issues. Developed, deployed and managed content marketing initiatives, including blog posts, landing pages, social media content, and video marketing campaigns.
- Planned and developed features within web and mobile apps in accordance with consumer improvement insight.
- Successfully implemented cutting-edge analytics solutions within web, and mobile applications, enhancing user experiences and enabling data-driven decision-making.

**Digital Marketing Developer** | *Blue Kaboom, Cincinnati, OH*

February 2012 – May 2016

- Developed and executed data-driven digital marketing strategies to optimize online presence and drive brand awareness for multiple clients.
- Created and maintained responsive and user-friendly marketing landing pages and applications, ensuring seamless customer experiences across various digital platforms via Google analytics 3, Hubspot, Shopify, and Google Ads.
- Implemented and managed pay-per-click (PPC) advertising campaigns, optimizing ad spend and maximizing ROI.
- Utilized SEO best practices to improve organic search rankings and increase website traffic.
- Collaborated with cross-functional teams to design and launch email marketing campaigns, resulting in increased engagement and conversion rates.

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## LEADERSHIP, VOLUNTEERING, & PROJECTS

**Assistant Program Coordinator** | *Lightship Capital, Cincinnati, OH*

June 2016 – October 2018

Contributed to \$4 million in organizational fundraising through revenue acceleration strategies for start-ups leveraging software like Excel and Python.

**After-School Tutor** | *Cincinnati Recreational Centers, Cincinnati, OH*

June 2012 – October 2014

Mentored and tutored young boys and girls in middle school on the subjects of Math, Social Studies and English.