GILBERT KING

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SKILLS & TOOLING

MS Excel	Python	Adobe Analytics	JavaScript	Data Visualization	Data Warehouses
Google Analytics	A/B Testing	MS SQL	ETL	Data Analysis	Tableau
MS PowerPoint	Paid Media	SEO	AWS	Big Query	User Behavior Analysis

EDUCATION & CERTIFICATIONS

Masters of Science | Business Analytics, Data Science | DePaul University   Dec   2021

Bachelors of Science | Business Administration, Marketing | Xavier University   May   2014

HubSpot Certification, Inbound Marketing   Completed: October 2023

Google Analytics Certified Partner, Google Cloud   Completed: August 2023

EXPERIENCE

Lead Data Analyst | *Puzzle Labs, Champaign, IL*   May 2022 – April 2023
- Provided data analysis, predictive analytics, and optimized business processes, achieving 10% data deduplication using Google Analytics, Data Studio, Google Big Query, Excel, Powerpoint, and Tableau.
- Implemented data governance practices, ensuring 100% compliance while standing up and managing web data collection.
- Evaluated SEO and Tag Management vendors, implementing an efficient process that reduced vendor management time by 21%.
- 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.

- 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.

Senior Data Analyst | *Strategic Education, New York City, NY*   August 2022– March 2023
- 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.
- 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.
- Boosted website traffic by 36% and achieved sales growth over three consecutive quarters through collaboration with engineers using Google and Adobe Analytics.
- Reduced reporting time by 13% through the creation of automated critical reports.
- Optimized web data pipeline performance by 8%, enhancing the consumption method of KPIs in PostgreSQL.
- Oversaw lifecycle maintenance, and reporting of Search, Social, and Web and Mobile App data including GA upskilling.

Digital Analyst | *Known, New York, NY*   May 2018 – 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 2% for two consecutive quarters.
- Designed and developed numerous applications and insights using numerous programming languages (JavaScript, Python, R, & SQL) to successfully convert 3% of leads to sales and exceed business goals using freely available data.

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.