

Ashley Taylor

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(123) 456-7890

San Diego, CA

LinkedIn

EDUCATION

M.S.

Computer Science

San Diego State University

February 2016 - June 2018

San Diego, CA

B.S.

Computer Science

National University

August 2011 - May 2015

San Diego, CA

SKILLS

Google Analytics 4

Data Cleaning

SQL

Custom Funnels

Power Bi

Data Analysis

Data Attribution

BigQuery

CERTIFICATIONS

YEAR 2019

Google Analytics Individual
Qualification (GAIQ)

YEAR 2018

Advanced Google Analytics

YEAR 2016

Google Data Analytics
Professional
Certificate (GDAC)

CAREER OBJECTIVE

Seeking a challenging role as a business intelligence analyst at Qualcomm, where I can apply my extensive background in data science. I aim to use advanced Google Analytics techniques to extract actionable insights from complex datasets and expedite decision-making.

WORK EXPERIENCE

MARCH 2021 - CURRENT

Data Scientist | Illumina | San Diego, CA

- Pioneered the use of advanced segmentation in Google Analytics 4, which led to the creation of 3 successful marketing campaigns.
- Conducted data analyses, uncovering business insights that helped Illumina capitalize on 9 market trends before competitors.
- Held training sessions on data analysis techniques for junior analysts.
- Introduced data-driven attribution to identify the most effective marketing campaigns, increasing ROI by 8.4% as a result.

JULY 2019 - FEBRUARY 2021

Data Analyst | ServiceNow | San Diego, CA

- Integrated data from 6 sources within ServiceNow, helping C-level executives make decisions 11 minutes quicker during meetings.
- Used Google Analytics to track website traffic patterns for 3 clients, boosting their user engagement metrics by 47% within one year.
- Revamped existing data cleaning processes to support a machine learning project, raising the accuracy of predictive models by 9%.
- Collaborated with multiple teams to expedite data extraction with SQL, reducing report generation time by 16 minutes.

DECEMBER 2018 - MAY 2019

Data Analyst Intern | Teradata | San Diego, CA

- Cleaned 1.3 GB of raw data, improving overall data accuracy.
- Assisted seniors in leveraging multiple data attribution models in Google Analytics to allocate marketing spending more effectively.
- Analyzed data in BigQuery, reporting 2 operational bottlenecks.
- Created 8 reports on Power BI to visualize customer behavior.

ACHIEVEMENTS

2022

GREW ANNUAL REVENUE BY 11% WITH CUSTOM FUNNELS | Illumina San Diego, CA

2014

FIRST PRIZE IN A GOOGLE ANALYTICS

HACKATHON | National University San Diego, CA