**Find more** [**awesome resume templates**](https://www.beamjobs.com/resume-templates?utm_source=blog&utm_medium=template&utm_campaign=word&utm_content=google_analytics) **to kickstart your career in Google Analytics!**



**BUSINESS INTELLIGENCE ANALYST**

# 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)

Ashley Taylor

ashley.taylor@email.com (123) 456-7890 San Diego, CA [LinkedIn](https://www.linkedin.com/)

# 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