

**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

San Diego, CA

(123) 456-7890

LinkedIn

**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