

## DENNIS CHARUKULVANICH

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Digital Analyst based in Southern California

**E-mail:** dennisc91@gmail.com   **Mobile:** (714) 686-6476

I specialize in digital analytics - turning data into meaningful reports, with a background in front-end web development, web design, and web content management.

## SKILLS & KNOWLEDGE

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**Digital Analytics:** Adobe Analytics, Tag Management, SQL, Excel with Report Builder, A/B Testing, SEO

**Programming:** HTML, CSS, JavaScript, ASP.NET

**Applications:** MS Office, Adobe Photoshop, Illustrator, Trello, HubSpot, Tableau

## EXPERIENCE

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April 2015 - Present

**Extron Electronics, Anaheim** - *Web Content Specialist*

Web Analytics

- Analyze metrics from corporate website (Extron.com) and subdomains
- Provide reports and maintain dashboards for stakeholders
- Reports include: Web traffic, software downloads, application usage, external marketing campaigns, user sign-ups, visitor interaction, browser and device type, and any ad-hoc request
- Manage and implement new tags through DTM
- Assisted with the Adobe Analytics implementation process by embedding javascript codes onto web pages, creating variables through DTM, creating segments for data filtering, creating workspace dashboards, debugging, and enabling the Activity Map.

Web Content

- Maintain global corporate website and subdomains
- Create webpages and integrate content from Project Managers, Engineers, Illustrators, and Technical Writers
- Create graphics and update content

Fall 2014

**VITA Program** - *Web Design Intern*

- Integrated content from VITA's website onto the CSUN web platform
- Designed webpage mockups for the IRS College Internship program
- Designed PowerPoint presentations for the Director of Accounting

## EDUCATION

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**B.S. Management Information System**

*California State University, Northridge*

Class of 2014