DENNIS CHARUKULVANICH

Digital Analyst based in Southern California
E-mail: dennisc91@gmail.com

I specialize in digital analytics - turning data into meaningful reports, with a background in frontend web design and web content strategy.

SKILLS & KNOWLEDGE

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, GitHub

EXPERIENCE

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 elements through DTM and javascript
- Implemented Adobe Analytics for theranch.com

Web Content
- Create web pages with in-house CMS, HTML, CSS, and ASP.NET
- Maintain global corporate website and subdomains
- 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

B.S. Management Information System
California State University, Northridge
Class of 2014