# DANIEL OSTROSKY

Web Analytics Expert

## CORE COMPETENCIES

- Website Analytics Implementation and Reporting
- Website Tag Management
- Project/Product Management
- Data Visualization and Reporting
- Website Strategy, Content and Search Engine Optimization (SEO)
- Marketing Analytics
- A/B Testing and Quality Assurance Testing
- People Management

## CERTIFICATIONS

- Google Analytics
- Google Tag Manager
- Google AdWords

## KNOWLEDGE BASE

- **Analytics:** Google Analytics, Google Tag Manager, Google Optimize, Adobe Analytics, Quantum Metric, Google Optimize
- **BI:** Power BI, Google Data Studio, Tableau, Sisense, Klipfolio
- **CMS:** Sitecore, Squarespace, Episerver, Wordpress, Blogspot, SharePoint
- **Other:** SQL, HTML (for Tagging) Agile Practices, Kanban, Excel

## ABOUT ME

I'm a data driven analytics professional with a master's degree in advertising and 10 years of experience in web analytics, product management, and business intelligence. I use my technical expertise and storytelling abilities to convert data into actionable insights for key stakeholders.

## EXPERIENCE

**Product Manager II, Digital Analytics, June 2022 - Present**
*Silicon Valley Bank - Denver, CO*

**Tools Used: Quantum Metric, Jira, Asana, Excel**

• Provide strategic approaches to data collection and data usage, to align with achieving internal stakeholders' business needs and priorities
• Provide reporting, insights, and analysis on assigned digital product initiatives and related success measures
• Create and track user stories in JIRA, including defining acceptance criteria
• Build and present on web analytics dashboards and session replay tool findings to executive teams, along with other product managers and developers
• Initiate and lead projects to implement enhancements and innovation while collaborating closely with marketing, technology, product partners, vendors, and internal partners to ensure effective deployment of budget in order to maximize our digital investment
• Work closely with stakeholders to advise them on how to develop and sustain a business advantage in their space via digital channels
• Help define and work within the Product Management processes and contribute on-going process expansion and improvement ideas
• Ensure all analytics product releases meet the functionality, performance and quality standards

**Digital Analytics Consultant, March 2022 – Present**
*Robert Half – Freelance*

**Tools Used: Google Analytics (GA 360 & GA4), Google Tag Manager, Onetrust**

• Manage instances of Google Analytics and ensure proper use of tagging are implemented across media platforms
• Provide expertise on implementing GDPR, data regulations, and cookie compliance tools
• Articulate data-informed insights & recommendations, keeping customer and business outcomes front of mind
• Advise on best practices for all instances of Google Analytics 360 and GA4 related to multiple lines of business and various clients
• Conduct analytics assessments to understand current performance, uncover and quantify opportunities for digital experience improvement, and create audience intelligence

**Senior Web Analyst, March 2020 – May 2022**
*DHI Group Inc. – Centennial, CO*

**Tools Used: Google Analytics (GA 360 & GA4), Google Tag Manager, Adobe Analytics, Tableau, Google Data Studio, Jira, Amazon Redshift, Google BigQuery, Google Optimize**

• Product manager for all cross-functional web analytics initiatives including reporting, implementation, testing, troubleshooting, etc.
• Develop tracking plans across all pages including data layer metrics, dimensions, and events to track unique website performance and customer journey/interactions
• Presented in-depth reports to key stakeholders based on custom metrics, dimensions and events using business intelligence software
• Worked with data engineering team to develop large data warehouses leveraging SQL allowing us to build multi-dimensional data models to serve as a data foundation
• Implement and maintain cookie compliance tools site wide to comply with GDPR and CCPA regulations
• Analyzed results of A/B testing experiments and provide measurement and optimization recommendations
• Provided Quality Assurance (QA) checks before product releases, checking for user experience and analytics implementation
• Created ad hoc reports based on new features, bugs, and general activity. Provide segmentation to different sales regions, countries, sales branches, etc.

### Senior Web Analyst, October 2018 – March 2020
*Gorilla Logic – Boulder, CO*

**Tools Used: Google Analytics, Google Tag Manager, Adobe Analytics, Adobe Launch, Power BI, Google Data Studio, Jira**
• Partnered with clients in the troubleshooting, management, and upgrading of tracking capabilities, including third-party tags, Google Analytics, and other tracking initiatives
• Created analytics tracking and tag implementation plan for clients' (finance, e-commerce) websites (B2B, B2C) to show increased usage, orders, and revenue
• Developed data layer metrics, dimensions, and events to track unique website performance and customer journey/interactions
• Facilitated an understanding of conversion and engagement metrics to provide regular performance analysis to key stakeholders using business intelligence reports
• Performed deep dive analysis into consumer behavior on the site to identify successes and pain points within the online experience

### Digital Analyst, May 2017 – October 2018
*SCL Health – Broomfield, CO*

**Tools Used: Google Analytics, Google Tag Manager, Google Data Studio, Tableau, Sitecore, Linkedin & Facebook Analytics**
• Tracked, analyzed, and reported on systemwide analytics and online search strategy, including local search and locations management
• Applied SEO/UX/UI practices to maximize the impact of SCL Health's online presence through web redesign, content rewrites and campaign development
• Grew online strategy through measuring, analyzing, and translating data into simple and actionable information
• Configured data analysis systems to design and implement the data analysis strategy and assess performance
• Supported the creation and organization of sclhealth.org through redesign and consolidation while ensuring that standards for timeliness, quality, and accuracy are met
• Built and utilize dashboards to simplify complex data sets using APIs from Google Analytics, Google Tag Manager and other analytics/implementation platforms
• Used evaluation tools (e.g. Google Analytics, Facebook Insights, and other business intelligence tools) to track website and online effectiveness. Created accurate and detailed performance data and respond to indicators as necessary

### Digital Communications Coordinator/Public Relations Team Lead, June 2015 - May 2017
*Meridian - Detroit, MI*

**Tools Used: Google Analytics, Google Tag Manager, Wordpress, Sprout Social**
• Wrote and updated website content (style, format, font type and size, branding, and standardization of materials) for website redesign and relaunch, including search engine optimization (SEO)
• Monitored, reviewed and reported on Google Analytics and social media analytics across all brands
• Maintained digital media best practices, trends and tools for web, social, and public relations to remain an industry leader
• Redesigned and managed internal company blog along with social media campaigns and posts
• Trained others on website content management system and SEO/SEM best practices
• Oversaw day-to-day operational website/social activities including establishing priorities, providing work direction, meeting deadlines, and conducting review

### Leasing and Marketing Manager, June 2013 – June 2015
*Asset Campus Housing – East Lansing, MI*

**Tools Used: Google Analytics, Wordpress, Google Adwords, Email Marketing, Facebook, Twitter, CRM**
• Responsible for implementing and analyzing all digital marketing initiatives, including social campaigns, search engine optimization, email marketing, and SMS
• Utilized CRM to track all pertinent information related to the opportunity and effectively manage leasing territory
• Maintained all digital efforts including, social media, company blog, Google Adwords, Google Analytics, e-mail marketing, and texting campaigns
• Conducted market research and analyze market data for Greater Lansing area comps

## EDUCATION

**Master of Arts, Advertising & Public Relations**
Michigan State University – *East Lansing, MI*

**Bachelor of Science, Human Physiology**
Michigan State University – *East Lansing, MI*

## CONTACT

(734) 716-4220

ostroskydaniel@gmail.com

linkedin.com/in/danielostrosky