# Evan Rosa

## Senior Web Analyst and Data Scientist

## ABOUT ME

Evan Rosa is a seasoned web marketer, front-end developer, analytics and data science consultant with experience managing UA architectures and marketing tag strategies. He is a detailed oriented leader that focuses on data accuracy and leveraging new technologies to understand web usage.

## CONTACT

Address

Washington D.C. Metro Area

Mobile

(413)883-9193

Email

erosa26@gmail.com

Website

evanrosaportfolio.com

## SKILLS

HMTL5

CSS3, Sass, Scss

JavaScript & jQuery

SQL

Python, Numpy, Pandas

Django/Wagtail

Tableau

Google Analytics

Google Tag Manager

Google Data Studio

Google Search Console

Git/GitHub

Adobe Analytics

BootStrap/Foundation

React.js

WordPress

Shopify

SAP Business Objects

Google Ads

JIRA

Machine Learning

Data Modeling

Seaborn, SciKit Learn

PHILOSOPHY

In the age of information ignorance is a choice.

\*Can provide more experience, if necessary



## EXPERIENCE\*

May 2015 - Current
Washington D.C. Metro

## BOOZ ALLEN HAMILTON

Sr. Lead Web Analyst - Associate Federal Contractor

Leading web analytics for multiple federal government websites by building UA and tagging architectures under the GSA DAP program. Moreover, conducted site/SEO audits, A/B testing, goal funneling strategies, and various reports. Lastly, I've worked with the client to build-out a data warehousing repository to further identify trends.

Dec 2010 - May 2015 Washington D.C.

### AMERICAN CHEMICAL SOCIETY

Web Analytics Associate

Assisted the Director, Platform Advertising and Analytics, with report generation, including their monthly web usage report, their annual web usage report, and reports for editorial board meetings. Moreover, I've created and maintained reports for the ACS Web Platform as well as ad reports from ACS managed ad platforms (i.e. YouTube, Google Search, etc.). Lastly, I was tasked with testing and validating the accuracy of metrics with new site deployments or enhancements.

Apr 2010 - Sep 2010 Farifax, VA

## SENSEI ENTERPRISES

Marketing Director

Provided day to day maintenance, customization and enhancement to their website. Moreover, during my time there, I managed and developed their Google Ad campaigns as well as implemented social media into their marketing strategies. Lastly, I was tasked to develop email marketing campaigns for their monthly newsletter.



## EDUCATION AND CERTIFICATIONS

2018

GENERAL ASSEMBLY

Washington D.C.

Washington D.C.

Data Science

GOOGLE ANALYTICS (IQ) CERTIFICATION

2015

GENERAL ASSEMBLY

Front-End Web Development

2014

BOUNTEOUS CERTIFICATIONS

Washington D.C.

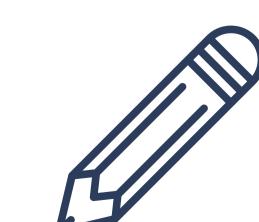
Google Tag Manager, Google Analytics, and Google Adwords

2002 - 2006

WESTERN NEW ENGLAND UNIVERSITY

Springfield, MA

B.S.B.A. in Marketing Communications and Advertising



## REFERENCES

Melissa Blaney

Sr. Director of Global Marketing

Phone: 202-872-4528 Email: M\_blaney@acs.org Jason Zeckowski

Sr. Proiect/Program Manager
Phone: (407)461-8908 (mobile)
Email: zeckowski\_jason@bah.com