



# MASUM JIA

## DATA & WEB ANALYST

I'm Masum Jia, your go to Data and Web Analytics Specialist. With 3+ years of hands-on experience, I'm the secret sauce to the online success. I've mastered the art of link management, On Page SEO Optimization, and keyword wizardry. I see trends in web design and marketing when they happen. Then I turn the websites into a digital powerhouse.

## PROFESSIONAL SUMMARY

I bring over 3 years of experience in the field of data analysis & web analytics, with a focus on transforming raw data into actionable strategies. My core competencies include:

- Google Analytics 4: Proficient in setting up, configuring, and optimizing GA4 properties. Expertise in tracking user interactions, conversion events, and e-commerce performance.
- Google Data Studio Reporting: Skilled in creating visually appealing and informative reports using Google Data Studio. These reports provide clear, accessible insights that empower decision-makers.
- Social Media Reporting: Adept at collecting and analyzing social media data to identify trends, campaign performance, and audience behavior. Experienced in creating comprehensive reports that inform social media strategy.

## EXPERIENCE

### DATA AND WEB ANALYTICS SPECIALIST

SM Digital Marketing Optimiser

2020 - Present

- Conducted comprehensive analysis of web traffic and user behavior using Google Analytics 4, providing actionable recommendations that led to a 45% increase in website conversions.
- Developed custom dashboards in Google Data Studio to monitor key performance indicators (KPIs) and provide real-time insights to the marketing team.
- Collaborated with the social media team to analyze campaign data and optimize content strategies, resulting in a 60% growth in social media engagement.
- Delivered monthly social media reports that included audience demographics, content performance, and recommendations for improving engagement.

+880 1310-345228

jiaamasum@gmail.com

Dhaka, Bangladesh

masumjia.com

## SKILLS

- Google Analytics 4 (GA4)
- Server Side Tracking
- Social Media Pixel & API Setup
- Google Data Studio
- Social Media Reporting
- Data Analysis
- Data Visualization
- Excel

## EDUCATION

### BACHELOR OF SCIENCE IN CSE

Green University of Bangladesh

2020 - 2024

## CERTIFICATIONS

- Google Analytics Individual Qualification (GAIQ)
- Google Data Studio Certification
- Google Digital Garage