**Imran Hussain**

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**Technical SEO | Digital Analytics | E-commerce**

Decision Support

Technically savvy digital marketing professional with knowledge of technical SEO, data analytics, KPI dashboards, designing data layer specs, benchmarking metrics to realize impact of business initiatives, troubleshooting HTML/CSS/ JS, debugging analytics tagging and evangelizing SEO and e-commerce best practices.

**Technical Skills / Certifications**

* + Adobe Workspace, Google Looker Studio, Google Analytics, R, Google Data Analytics Professional (Coursera), SQL, MS excel/Google Sheets
  + GSC (Google Search Console), Screaming Frog, BrightEdge, SEMRush, Google Power Searcher, Ahrefs
  + A+, Network+, CIW Associate, I-Net+, Market Motive Web Analytics, Kennesaw State Mathematics of Computing, Johns Hopkins Data Scientist’s Toolbox
  + JIRA, Confluence, Monday.com
  + Omnibug, Dev tools (debugging & QA of HTML, CSS, JS)
  + Business requirements gathering
  + SDR creation/mapping
  + Yext, WP

**Professional Experience**

**Digital Consultant – Technical SEO**

**Lumen Technologies**

AUG 2023 – JUL 2024

Technical SEO lead for Lumen digital assets. Responsible for post-deployment and ad hoc crawls to assess site health, find broken links, ensure schema syntax is error free, diagnose indexation and crawlability issues, utilize custom extraction (Xpath) to find content errors and worked in conjunction with DevOps to implement 301 redirects in Cloudflare. Used Google looker studio to stitch together GSC/GA data to show how the organic channel is performing at a high level and for specific event tracking and used SEMRush to create content briefs for blog content.

**Digital Manager – Technical SEO**

**GPC, Atlanta GA**

NOV 2020 – MAR 2023

Technical SEO lead for Napa Retail Platform websites. Utilized Screaming Frog for technical audits and crawling of sites pre/post feature deployments, made technical recommendations to increase core web vitals scores (LCP, CLS, FID), implemented 301 redirects via Cloudflare, added schema markup for enhanced search visibility, decreased duplicate content through the use of canonical tags, automated organic KPI reporting through Adobe Workspace & Google data studio, collaborated with SEM group to perform keyword gap analysis that ended saving marketing dollars on PPC campaigns for branded terms and used robots.txt file to help with crawling efficiencies. Worked with product catalog team (Stibo) to optimize product offerings to help increase search relevance and visibility.

**Digital Analytics Manager**

**GPC, Atlanta GA**

SEPT 2016 – NOV 2020

Responsible for supporting GPC subsidiary stakeholders with web and product analytics from Adobe Workspace. Utilized Google Data Studio to stitch together GSC and GA data to provide funnel analytics (from visit through to conversion) to find friction points, help design data layer specifications for new features and functionalities on the various websites to track, automating of canned weekly and monthly reporting and ad hoc analysis and reporting as needed with Adobe Workspace and querying hybris.

**Search Manager – SEO**

**The Home Depot, Atlanta GA**

JUN 2013 – JUN 2016

Create weekly and monthly KPI and organic marketing channel dashboards for the business facing team and their stakeholders. Built VBA web scraper for business/merchant team to pull structured HTML data elements for optimization purposes. Managed FTP data feeds to various vendors and facilitated dialogue with Business Intelligence, WebOps and Analytics team partners to establish SEO best practices. Provided guidance to IT/Dev teams for faceted navigation and URL rewrite projects. Mined data to measure BazaarVoice UGC Ratings and Reviews impact on product information pages (900k+ skus). Created keyword tool for SEO business team that illustrates peak volume for specific queries over time. Responsible for 2 technical SEO headcount.

**Project Manager – SEO**

**The Home Depot, Atlanta GA**

NOV 2009 – JUN 2013

Subject matter expert for analytics and data integration (primary tools: Google Analytics, Adobe Omniture, and Epiphany). Created and maintained KPI dashboards for senior leadership team. Owned, managed and created business rules, implemented redirects and built out thesaurus for homedepot.com through Endeca Workbench. Worked with product catalog team (STEP) to help identify opportunities for improvement as it pertained to copy and meta data to help with topical authority and increase SERP visibility. Ad hoc reporting and decision support for SEO stakeholders and partners. Conducted keyword research and implemented major taxonomy category overhauls. Built and tested SEO cases/scripts for UAT in Quality Center.

**Web Analytics Analyst**

**The Home Depot, Atlanta GA**

MAY 2009 – OCT 2009 (contract)

Led initiative to analyze and interpret results of homedepot.com plumbing taxonomy refresh. Utilize SiteCatalyst, Excel, and Epiphany to measure KPIs and other key metrics for marketing, creative, and management. Decision support and ad hoc analysis as needed.

**Reporting/ETL Analyst**

**Nurun Inc., Atlanta, GA**

OCT 2005 – MAR 2009

Responsible for ad hoc/canned report generation, marrying/analyzing disparate data sources with lookup tables, updating and maintaining integrity of keyword databases in Microsoft Access/SQL, creating pivot tables, and providing decision support for the media and account services groups.  Responsible for reporting of KPIs of media buys for such clients as Equifax, Disney, and Autotrader using Report Central, Excel, Access, Dart, SQL, and Omniture.

**Sales Operations Sr. Analyst**

**Masterfoods USA (Mars Inc.), Kennesaw, GA**JUN 2004 - JUL 2005

Responsible for supporting Eastern Division Sales/Account teams with ad hoc and periodic reporting. Responsible for creating GSV, MAT, variance, and other key metric reports. Leverage Business Objects, SQL, and IRI Analyzer for direct sales, brokered partners, and management to measure retail off-take, plan vs. actual and indirect volume reporting.

**Logistics Analyst**

**Masterfoods USA (Mars Inc.), Kennesaw, GA**

MAY 2002 - JUN 2004

Responsible for increasing supply chain efficiency, to optimize business processes and to maximize replenishment to improve customer satisfaction. Interact with field sales, finance, and R&D to resolve critical supply chain issues utilizing inventory management software and query builds. Performed ad hoc data analysis to identify cost saving opportunities using Business Objects and IBM CRP. Worked with demand planning to forecast product for key accounts based on trends and models.

**A+ Technician**

**Northwest YMCA, Acworth, GA**

AUG 2001 – APR 2002

Provided technical support for all client computers. Maintained, serviced, and upgraded Novell and Microsoft IIS web servers and applications. Troubleshooting and deskside support for client PCs and notebooks.

**Education**

Mathematics of Computing Certification  
Kennesaw State University, JAN 2005  
  
Mathematics (no degree)

Kennesaw State University, 1995-1999  
  
High School Diploma- College Prep  
Campbell High School, JUN 1994  
  
  
**References:** Available upon request