Eric PETROCCHI

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EDUCATION

Bachelor of Science in Business Administration // **University of Denver** // GPA 3.5 // Class of 2019
   Pi Kappa Phi, a founding father and Executive Member of the Epsilon Chi chapter
   Co-Chair and Executive Member of the University of Denver Programming Board
Spent semester abroad // **SAA, University of Torino** // Fall 2017

EXPERIENCE

Digital Analyst for WPP
- Oversaw A/B Test strategy and implementation for a Fortune 5 company
- While overseeing, 10+ tests (~ 80%) were successful and implemented permanently to the site
- Increased primary site KPI of Online Enrollment Completions by +175%
- Assessed the performance of business within the analytics solution by drafting and presenting deep dive analyses on conversions, media traffic and general site behavior, communicating results in formal presentations to clients and stakeholders
- Implemented site tagging through Adobe Launch and performed maintenance and cleanup of the platform and documentation
- Worked cross functionally with partners both internal and client-side to achieve various project outcomes

Digital Analyst for The Richards Group // Dallas, TX // December 2019 - June 2021
- Implemented analytics solutions from start to finish.
  - Relevant technologies implemented include: Adobe Analytics, Adobe Launch, Adobe Dynamic Tag Manager, Adobe Target, Google Analytics, Google Tag Manager, Google Data Studio, Google Optimize, Tealium, and Sizmek Ad Suite
- Created, distributed, and oversaw various automated dashboards and data visualizations to support media and website efforts
- Raised a variety of key KPIs (Appointments scheduled, brochure requests, cost per order, etc.) on multiple clients by as much as +200% with as many as 20 successful A/B Tests
- Devised and implemented from scratch A/B tests to improve site KPIs and behavior, wherein hypotheses and suggestions spawn from insights gleaned from standard reporting and deep dive analyses
- Implemented quality assurance software such as ObservePoint and Adobe Alerts to maintain data integrity

Content Partnerships Intern for T-Mobile // Denver, CO // September 2018 - March 2019
- Analyzed content opportunities, including creating advanced models and assessing impact on business trends
- Aggregated and synthesized viewership data to create decks and presented to internal constituents
- Identified market/industry research and impact on company, including competitor analysis
- Organized monthly/weekly reports and blog posts for the team
- Researched partners and companies that may present unique business opportunities

ADDITIONAL INFORMAITON

Skills and Certifications: x1 AB Tasty User (Essentials), x1 Adobe Certified Expert (Adobe Analytics), x4 Microsoft Office Expert (Excel, PowerPoint, Access, Word), Google Tag Manager (expert), Google Analytics (expert), x3 Tealium iQ certified (Basic, Advanced, Technical), HTML (proficient), CSS (proficient), JavaScript (proficient), SQL (basic), R (basic), Python (basic), VBA (basic)