

NIKA FAITH ABLAO

ECOMMERCE ANALYST

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EDUCATION

Cornell University
College of Arts & Sciences
Class of 2018

B.A. of Information Science

Concentrations in UX, Data Science, and Digital Culutre & Production
Minor in Business

EXPERIENCE

Ecommerce Analyst

Sep 2018 - present

Petco Inc.

Increased IM% 277 bps in a high-demand department by presenting and enacting a data-driven strategic shift in site experince. Pioneered customer based reporting for the Repeat Delivery program centered around cohort analysis and customer LTV. Supported enterprise-wide campaigns by providing thorough pre/post customer behavior analysis. Supported site section owners and their specific analytical questions by holding "Adobe Analytics Office Hours" bi-weekly.

Research Assistant

Jan 2017 - May 2018

Cornell Social Media Lab

Led a team of fellow RAs in designing and developing a responsive site to host the lab's TestDrive project. Assisted graduate students with the technical aspects of their research by overseeing the collection of survey data and metadata.

Ecommerce Intern

Jun 2017 - Aug 2017

Petco Inc.

Carried out an exhaustive audit of all data points being collected in the data layer; decreased page load time by 4%. Analyzed user behavior patterns and gave business recommendations in order to improve their users' experiences. Created nomenclature for link tracking on Petco.com.

Web Designer

Feb 2015 - May 2015

Cornell High Energy Synchrotron Source

Collaborated with a faculty member to construct an accessible website presenting the timetable, relevant research material, and related information about an upcoming conference.

SKILLS

Ecommerce Analytics

Adobe Omniture, Google Analytics, Tealium Tag Manager, IBM Coremetrics, Cohort Analysis, A/B Testing

Technical Skills

SQL, Python, HTML, CSS, JavaScript, jQuery, React.js, d3, PHP, R, Java

UX Methodologies

User Research, Persona Creation, Storyboarding, Affinity Diagramming, Rapid Prototyping, Usability Testing, Heuristic Evaluation, Responsive Design

Design Toolbox

Adobe CC (Ps, Ai, Id, Xd, Dw, Sp), Sketch, Axure, Balsamiq, Invision, Marvel