

ANTONIO SOW

DATA ANALYST | Digital Marketing & Analytics



sowantonio@gmail.com



Glendale, CA



818 577 0331



linkedin.com/in/sowantonio



github.com/projectmt



PROFESSIONAL STATEMENT

Data Analyst and digital marketing professional possessing over four years of professional e-commerce and retail experience. Highly effective in providing strategic planning and bridging communication between business and technical teams within an agile environment. Focused on generating insightful product analysis, web analysis, and KPI reporting, leading to improve and increase the overall performance and lift of sales performance. Keen eye for distinguishing market trends and demands to spearhead buying strategies and interpret customer behavioral patterns.



PROFESSIONAL EXPERIENCE

Jun 2018 – Present

chvusa.com, Los Angeles, CA

Freelance Web Dev, Digital Asset Consultant

- Creation of the ecommerce website chvusa.com (*in progress*)
- Copy and content creation (*in progress*)

Sept 2017 – May 2018

Creative Channel Services, Playa Vista, CA

Data Analyst

- Generating month to month sales and lift analysis reports for enterprise clients.
- Providing Ad-Hoc analysis and customer purchase behavior insights.
- Tableau dashboarding of weekly reports generated with custom SQL queries.

Jun 2015 – Feb 2017

GS LOVE, Los Angeles, CA

Data Analyst, IT Administrator

eCommerce Division (Jan 2016 – Feb 2017)

- SQL data scrubbing and analysis.
- Generate Power BI and Excel visualized reports improving product buying strategy increasing overall eCommerce revenue +18%
- Re-vising HTML code, email routing protocols, and coordinated strategic planning of email marketing contents, increasing daily open rates up to +6% and CTR by +1.5% supplementing the e-blast revenue stream by +10%.
- Reducing Ad-Words campaign budget by -26%, while increasing total impressions by +5%,



CORE COMPETENCIES

- Experience with enterprise clients
- Data Visualization via Tableau or BI Tools
- Strong communication and oral/written skills
- Competitive trend and market demand & behavior analysis
- Collaborating with cross functional teams & departments within an agile environment
- Strong analytical and conceptualization skills



EDUCATION/CERTIFICATION

- **USC Data Science Bootcamp**
(Oct 2017 – May 2018)
- **Shepherd University**
(May 2010- Jun 2012)
Licensed Vocation Nurse
- **TDWI Data Science Boot Camp**
(Oct 2016 – Present) License
DSSD16.101
- **Google AdWords Search**
Certification (Feb 2017 – Feb 2018)
- **Google Analytics Certification**
(Feb 2017 – Aug 2018)

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PROFESSIONAL EXPERIENCE

Jun 2015 – Feb 2017

GS LOVE, Los Angeles, CA

Data Analyst, IT Administrator

Retail Division (Jun 2015 – Dec 2015)

- Retail product analysis and foot traffic analysis improving product buying strategy. Supervised and administered the network infrastructures and technical architectures of 5 new retail brick and mortar locations. (Full scale technical planning and administration of the location's POS, CCTV, SQL Server, Cloud integration, 3rd party music Integration, sound mapping and zoning, phone systems, VOIP, and VPN protocols)
- Created network maps for 25+ retail locations, providing comprehensive guidelines and technical manuals for each location, improving productivity and allowing easier administration of technical support by any staff member or technical associate.

May 2014 – Jun 2015

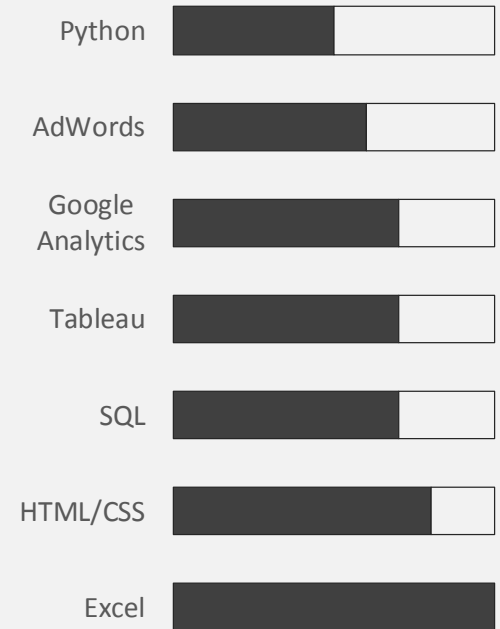
RFL Global Inc.com, Los Angeles, CA

Web Administrator/ IT Technician

- Maintained Google Analytics and Web Analytics of six retail clients.
- Created the website www.rflglobal.com using HTML, CSS, JavaScript, J-Query, on a Magento platform, hosted on IIS Web server. Managed day to day updates and successfully uploaded 200+ Catalog images and specifications of CCTV cameras, IP camera, IDTECK Finger Bio-metric equipments, NVRs, DVRs, and web services provided by the company.
- Maintained and surveyed the integrity of 2 IIS web servers and 2 MSSQL database servers hosting the websites www.gogenx.com and shopangl.com
- Maintained & serviced CCVTV and network equipment of over 25+ Wilshire State Bank branch locations (Currently known as Bank of Hope).



TECHNICAL SKILLS



ADDITIONAL EXP.

- Python, Power BI, Google Data Studio, Geo-codes
- Microsoft Suite (Word, Excel, Power Point, Access)
- Google Suites (Admin, Gmail, Shopping, Analytics, Ads)
- Adobe Apps (Admin, Photoshop, Illustrator, Photos, Flash, Dreamweaver)
- Wordpress, Magento, Shopify, Lightspeed
- Quickbooks