Rami Shoula

Web Analyst

👤 Profile

Experienced and adaptable web analyst adept in providing action-driven recommendations to improve website performance and user satisfaction ratings. Highly knowledgeable in web user behavior analysis and advanced web analytics management.

💼 Employment History

Senior Web Analyst at Cortez Financial, Baltimore

May 2018 — Present

- Served as a senior team member, responsible for piloting and measuring web analytics.
- Functioned as a subject matter expert on digital implementation and measurement as they related to web analytics for 7+ Cortez Financial websites.
- Analyzed consumer behavior to guide website content and design for optimal digital customer experience.
- Used data-driven strategic thinking to discover insights into website activity.
- Monitored and reported results of website usage and any website tests or updates.
- Collaborated closely with agencies and internal departments to troubleshoot and repair malfunctions and outages.
- Understood and delivered clear verbal and written explanations of complex data and performance metrics to key stakeholders.

Web Analyst at Public Group, Baltimore

January 2016 — December 2018

- Provided recommendations and ideas to improve marketing technology road maps.
- Worked closely with leaders across Public Group and helped to provide them with reliable insights using web analytics.
- Worked alongside data analysts and data scientists investigating and answering strategic questions that impact product and marketing strategies.
- Created and delivered monthly and quarterly business performance reviews to our clients and leadership.
- Executed client-facing responsibilities for the management and reporting of site performance, goal conversions, A/B testing and troubleshooting.

🎓 Education

Details

romioshoula@gmail.com

Skills

Microsoft Power BI

JavaScript

Tableau Visualization

Adobe Analytics

Google Analytics

Strategic Thinking

Detail Oriented

Languages

English

Italian

Spanish; Castilian

Master of Science in Mathematical and Applied Statistics, Fordham University, New York

September 2013 — May 2015

Bachelor of Computer Science, University of Maryland, College Park

September 2009 — May 2013