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| 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 HistorySenior 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. |  |  |  | | --- | --- | |  | EducationMaster 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 | | DetailsSkills  |  |  | | --- | --- | | Microsoft Power BI | | |  |  |  |  |  | | --- | --- | | JavaScript | | |  |  |  |  |  | | --- | --- | | Tableau Visualization | | |  |  |  |  |  | | --- | --- | | Adobe Analytics | | |  |  |  |  |  | | --- | --- | | Google Analytics | | |  |  |  |  |  | | --- | --- | | Strategic Thinking | | |  |  |  |  |  | | --- | --- | | Detail Oriented | | |  |  |  Languages  |  |  | | --- | --- | | English | | |  |  |  |  |  | | --- | --- | | Italian | | |  |  |  |  |  | | --- | --- | | Spanish; Castilian | | |  |  | |