

# Roberto Konanz

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## Summary

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Technical analytics analyst with a passion for data. Interested in helping companies leverage the value in their data. Record of analyzing KPI metrics for high-traffic eCommerce sites (2M+ monthly users), data reporting, technical documentation development, and web analytics implementation/testing. Detail-oriented and self-driven.  
www.robertokonanz.com

## PROFESSIONAL EXPERIENCE

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### AutoNation

Fort Lauderdale, FL

Web Analytics Analyst

June 2019 - Present

- Implement and troubleshoot web tracking tags with Tealium IQ
- Perform Quality Assurance for www.autonation.com and other 200+ vendor websites
- Collaborate with the Product Team to develop tracking requirements for product releases
- Report on KPIs across AutoNation's vendor websites, build business cases, and frame recommendations around actionable insights for Marketing strategy

### JotaTres

Guayaquil, Ecuador

Digital Agency

August 2018 - June 2019

Web Developer

- Developed websites for the agency's clients with Bootstrap, WordPress, HTML/CSS/JS
- Met with clients to understand their business needs and budgets and propose and actionable plan
- Coded a native iOS application and published it to the App Store with Swift 3 and XCode

### General Motors

Austin, TX

Software Developer

August 2017 - August 2018

- Helped develop the front-end of our e-commerce shopping tools
- Collaborated in an Agile Development using Git version control
- Wrote and debugged JavaScript and SCSS code in a Node.js run-time environment
- Built and deployed the components used in the CMS (AEM) for the Quantum brands
- Worked closely with our Quality Assurance team to resolve bugs and improve the user experience of our product  
<https://www.cadillac.com> & <https://www.buick.com/>

### Conauto

Guayaquil, Ecuador

Digital Marketing Intern

Summer 2016

## EDUCATION & AWARDS

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### Ironhack

Miami, FL

Full-Stack Web Development Bootcamp

January 2019 - April 2019

- Full-Time immersive course that focuses on equipping candidates with knowledge of front-end design and back-end architecture through the MEAN stack (MongoDB, Express.js, React.js, Node.js)

### Indiana University, School of Informatics & Computing (Bloomington, IN)

May 2017

Bachelor of Science in Informatics

GPA 3.51 / 4.00

Minors: Marketing

- University Scholar of Highest Distinction (3.9 - 4.0 GPA) Fall 2013, Spring 2014
- Dean's List (School of Informatics & Computing) Spring 2016

## QUALIFICATIONS & TECHNICAL SKILLS

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- **Data Analytics:** Tealium, SQL, Redshift, Snowflake, Qlik Sense, Google Analytics, Excel
  - **Programming/Web Development:** JavaScript, JQuery, Python, PHP, JSON, Git, UNIX, UX/UI Design, Agile Development, Node.js (basic), Swift (basic)
  - **Web Design:** HTML, CSS, Bootstrap, WordPress, Photoshop, Illustrator
  - **Languages:** Spanish, English (Bilingual Proficiency)
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