**Tim Veedahl**

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**Summary**

Senior data and marketing analytics professional with experience across healthcare, ecommerce, and digital strategy. Skilled in GA4, SQL, Python, and BI tools like Power BI and Looker Studio. Adept at turning data into actionable insights that drive measurable business outcomes. Remote-ready and fluent in cross-functional collaboration.

**Skills**

**Analytics & Data Science**: Google Analytics 4, Google Tag Manager, Freshpaint, Python, SQL, predictive analytics, customer segmentation, sales analysis, dashboard creation

**BI & Visualization**: Power BI, Qlik Sense, Looker Studio, Cognos, Excel, SPSS, D3.js

**Web & eCommerce Development**: PHP, Python, HTML5, CSS3, JavaScript, jQuery, Bootstrap, WordPress, WooCommerce, Magento

**Marketing Strategy**: Campaign optimization, A/B testing, CRO, marketing attribution, SWOT analysis

**Tools & Platforms**: Amazon Redshift, MySQL, PostgreSQL, SQL Server, Microsoft Ads, Google Ads, Amazon Ads

**Collaboration**: Cross-functional communication, stakeholder education, strategic reporting

**Experience**

**Senior IT Marketing Analyst | OhioHealth | January 2024 – Present**

* Served as subject matter expert in GA4, GTM, and Freshpaint for HIPAA-compliant marketing and scheduling analytics
* Designed stakeholder dashboards in Looker Studio, Qlik Sense, and PowerBI to visualize GA4 and scheduling data
* Generated weekly, monthly, and quarterly analytics reports with actionable marketing insights
* Educated cross-functional teams on healthcare marketing analytics use cases and best practices

**Digital Marketing Analyst | Colony Brands | March 2022 – May 2023**

* Optimized Google, Amazon, and Microsoft Ads bidding strategies through data-driven analysis
* Created interactive Power BI dashboards and performed deep-dive ad hoc analytics using Redshift and Excel
* Acted as internal subject matter expert for Google Analytics and digital attribution modeling
* Won company-wide CRO contest, boosting brand conversion rate to 4%

**Ecommerce Marketing Analyst | Fromagination | July 2021 – March 2022**

* Identified and utilized targeted WooCommerce and Google customer analytics (i.e. location, device, website visitation, and purchasing habits) to maximize sales
* Partnered with other Fromagination staff by providing Wordpress and related technical knowledgebase
* Managed, analyzed, and communicated successfulness of content and promotional calendars for ecommerce business, including sales, email marketing campaigns, and product promotions
* Produced weekly sales reports for online products based on analysis of WooCommerce analytics using Google Analytics custom reporting, Google Sheets, and Looker Studio
* Implemented SWOT analysis of current website as it compares industry competitors
* Researched and communicated current, emerging, as well as innovative Ecommerce and marketing trends
* Determined sales related upselling, cross-selling, and text marketing opportunities based on website best sellers

**Freelance Web and Mobile Developer | Self-Employed | August 2014 – July 2021**

* Utilized previously coded Wordpress portfolio theme, WooCommerce, PHP, MySQL, JSON, jQuery, and Bootstrap to create professional freelance website
* Coded creative professional portfolio theme using Underscores Wordpress starter theme
* Provided Magento Enterprise Edition roles and security solution utilized by Augment in a bid proposal to Suttle Straus

**Education**

* Herzing University, Madison, WI, B.S. Computer Information Systems
* Luther College, Decorah, IA, B.A. Sociology

**Certifications**

* Google Analytics 4 – Google (April 2025)
* Epic Cogito – Epic Systems (March 2025)
* DataCamp – Python & Data Science Courses (2019):
  + Introduction to Data Science in Python
  + Intermediate Importing Data in Python (Parts 1 & 2)
  + Intermediate Python for Data Science
  + Python Data Science Toolbox (Part 1)