

# Ava Thompson

## Associate eCommerce Data Analyst

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### STRENGTHS

#### Analytical Insight

Transformed vast data sets into clear narratives that drive decision-making. Teams frequently requested insights shaping strategy.

#### Collaboration

Actively partnered with varied teams to align objectives and foster cooperative problem-solving. Resulting synergy enhanced project outcomes considerably.

#### Report Development

Crafted detailed reports revealing crucial trends and highlighting opportunities. Became go-to resource during quarterly reviews.

#### A/B Testing

Implemented and monitored A/B tests across platforms, directly impacting user experience positively. Stakeholders appreciated the cohort feedback.

#### Tech Savvy

Proficient in diverse software like SQL and Google Analytics, consistently streamlining data processes noticed by peers for its effectiveness.

### SKILLS

Google Analytics SQL PowerBI

A/B Testing Data Visualization

Digital Analytics

Project Management BigQuery

Reporting Development

E-Commerce Strategy

Cross-Functional Collaboration

UX Optimization



Data Cleanliness Assessment

### SUMMARY

Dedicated data analyst with over three years in eCommerce analytics, specializing in managing digital infrastructures and deriving actionable insights. Adept at leveraging Google Analytics, BigQuery, SQL, and Power BI for report development and dashboard creation. Collaboration with cross-functional teams has fostered a strong environment to define success metrics tailored for ongoing projects. Consistently utilized A/B testing methodologies to enhance user engagement, leading to notable increases in customer satisfaction. Excited to contribute expertise in data management and insights generation to inspire growth at Data Solutions Corp.

### EXPERIENCE



#### Associate eCommerce Data Analyst

Data Insights Group  June 2021 - Present  Milwaukee, WI

Drove the oversight of eCommerce data infrastructure while delivering precise reporting on digital analytics. Created comprehensive reports and dashboards using Google Analytics and other tools to support strategic initiatives.

- Managed eCommerce data systems ensuring precise analytics reporting.
- Developed visual dashboards with Google Analytics, enhancing visibility into key trends.
- Collaborated across teams to outline KPIs focused on project performance.
- Conducted meetings integrating data insights to refine strategies throughout projects.
- Led A/B test initiatives which resulted in measurable enhancements in customer satisfaction.

#### Junior Data Analyst

Tech Solutions Inc.  May 2019 - May 2021  Milwaukee, WI

Supported digital analytics data management, assisting in the creation of effective reporting frameworks for internal stakeholders. Analyzed collected data to improve online marketing efforts.

- Assisted in maintaining the accuracy of digital analytics data for reporting.
- Collaborated to deploy tracking systems ensuring data collection efficiency.
- Performed quality assessments on data sets verifying integrity.
- Revamped reporting procedures that improved accessibility and clarity of data summaries.

### LEADERSHIP & AWARDS

- Recognized with Employee of the Month for exceptional contributions in data analysis.
- Received commendation for innovative solutions enhancing project data reporting.



### EDUCATION

#### Bachelor's Degree in Information Systems

University of Wisconsin-Milwaukee  GPA: 3.8  2019  Milwaukee, WI

**Coursework:** Data Structures, Database Management, Web Analytics, E-Commerce Strategies

### CERTIFICATIONS

- Google Analytics Certification  2020
- SQL Fundamentals Certification  2021

### TECHNICAL SKILLS

- **Data Management Tools:** Google Analytics, BigQuery, SQL
- **Visualization Tools:** Power BI, Tableau, D3.js
- **Testing Frameworks:** Optimizely, VWO, Google Optimize
- **Programming Languages:** Python, R, JavaScript
- **Reporting Tools:** Tableau, Power BI, Microsoft Excel

Database Management

KPI Definition

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Associate eCommerce Data Analyst at Data Insights Group (4.9 Years)

● Junior Data Analyst at Tech Solutions Inc. (2 Years)

- **Web Analytics Tools:** Google Analytics, Adobe Analytics, Piwik
- **Project Management Tools:** JIRA, Trello, Asana
- **Database Management Systems:** MySQL, PostgreSQL, MongoDB
- **Marketing Automation Platforms:** HubSpot, Marketo, MailChimp
- **Agile Methodologies:** Scrum, Kanban, Lean

## PROFESSIONAL AFFILIATIONS

- Active Member of the Data Analytics Association, participating in workshops.
- Volunteer contributor to local community education programs focusing on STEM.

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST