

Nathaniel Brooks

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SUMMARY

Detail-oriented eCommerce Data Analyst dedicated to optimizing digital commerce platforms. Over four years of experience driving significant improvements in platform performance and user satisfaction within the industrial sector. Specialized in data management, with proven expertise in tools like OroCommerce, Salsify, and Epicor Prophet 21. Focused on continuous improvement and collaborative efforts across teams, defining KPIs related to site performance, digital order volume, and conversion rates. Equipped with a strong background in developing training materials that ease platform adoption and foster efficiency.

EXPERIENCE

eCommerce Platform Analyst

June 2021 - Present

NextGen Industrial Solutions

Chicago, IL

Lead daily operations of our eCommerce platform in Chicago. Enhance user experiences and implement continuous improvements for efficiency.

- Spearhead operations for the integrated eCommerce platform, ensuring high-quality customer interaction.
- Define metrics that reflect platform health, generating actionable reports for internal stakeholders.
- Manage testing phases and validate enhancements aligning with user needs, championing seamless integration.
- Collaborate cross-functionally, addressing any operational challenges with internal teams and vendors.

Data Analyst

January 2019 - May 2021

TechForward Distribution

Chicago, IL

Analyzed data sets to enforce precise standards for product information accuracy, bolstering digital asset management capabilities.

- Established stringent data standards for product attributes, leading to tangible increases in reporting accuracy.
- Worked with suppliers to maintain data integrity, enriching documentation completeness and clarity.
- Conducted A/B tests to fine-tune user interfaces, contributing significantly to improved conversion rates.
- Participated in usability studies, streaming feedback sessions that led to iterative design decisions.

Research Intern

May 2017 - August 2018

Civic Tech Innovations

Remote

Focused on analyzing community engagement data, providing insights for reports aimed at improving local eGovernance platforms.

- Contributed to research projects assessing user-friendly interfaces for eGovernment services.
- Implemented analytical methodologies for evaluating workflow efficiencies within public digital access systems.
- Drafted periodic reports summarizing key findings and recommendations to stakeholders.
- Collaborated with cross-disciplinary teams to enhance project outcomes and deliverables utilizing data-driven approaches.

PROJECTS

E-Commerce Optimization Project 📅 January 2023

Led a comprehensive review to optimize e-commerce functionalities on an existing platform, identifying key areas for enhancement based on customer feedback and industry best practices.

Platform Integration Study 📅 March 2025

Conducted a study on integrating innovative payment solutions into current operations, ensuring alignment with user expectations and market trends.

LEADERSHIP & AWARDS

- Certified Data Management Professional (CDMP) obtained in October 2020.
- Recognized as 'Employee of the Month' for exceptional contributions to the eCommerce platform in July 2022.

EDUCATION

Bachelor's Degree in Information Technology

2018

University of Illinois Chicago GPA: 3.5

Chicago, IL

Coursework: Data Management, Software Development, Network Security, Database Systems

CERTIFICATIONS

- Certified Data Management Professional (CDMP) 📅 2020
- Google Analytics Certified 📅 2021

TECHNICAL SKILLS

- **eCommerce Platforms:** OroCommerce, Salsify, Epicor Prophet 21
- **Data Analysis Tools:** Excel, SQL, Tableau
- **Analytics Suite:** Google Analytics
- **Project Management Tools:** Asana, Trello, JIRA
- **Testing and Validation:** A/B Testing, Usability Testing
- **Documentation Tools:** Confluence, Google Docs, Microsoft Word
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Data Management Practices:** Data Standards, Metadata Management
- **Reporting Tools:** Tableau, Excel, Power BI
- **Collaboration Platforms:** SharePoint, Basecamp, Monday.com

SKILLS

- eCommerce Platforms
- Data Analysis
- SQL
- A/B Testing
- User Experience
- KPI Development
- Tableau
- Google Analytics
- Excel
- Documentation Management
- Digital Asset Management
- Cross-functional Collaboration
- Communication Skills
- Content Management
- Technical Writing
- Project Coordination

PROFESSIONAL AFFILIATIONS

- Member of the eCommerce Professionals Association (ECPA).
- Volunteer Data Consultant for non-profit organizations focused on social impact initiatives.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST