

**Indexable****Digital Analyst****New York, NY, Dec '16 – Present**

Clients: HP, Gartner, Conde Nast, Coach, Chanel, Analytics Pros, Nectar, Sesame Place, SeaWorld, PwC, etc.

- Worked with business stakeholders, analytics upper management, IT, and 3<sup>rd</sup> parties
- Generated revenue through finding opportunities to improve analytics practice
- Gathered business requirements to implement solutions in Adobe Analytics and Google Analytics 360
- Helped marketing teams collect data & create client-facing reports with insights and recommendations
- Segmented/aggregated data to answer questions based on specific goals
- Delivered visualizations & dashboards via Adobe Workspace, Tableau, PowerBI, Data Studio
- Optimized pages using A/B & MVT experiments (Target, Optimizely, & Optimize), presented results
- Drove business decision-making based on actionable outcomes from analytical findings
- Identified opportunities for optimization through deep dive analysis
- Participated in strategic and tactical planning cross team/department discussions
- Audited web analytics implementation looking for gaps in paths to conversion, etc
- Audited third party tags to identify use & vendor and remove what is no longer necessary
- Built data dictionary, SDR and implementation spec, performed implementation QA
- Created custom reports, segment, aggregations to identify important trends
- Managed multiple projects and streams of work
- Administered Adobe Analytics (accredited), Google Analytics 360 (certified), and Piwik
- Administered tag manager (GTM, DTM, Launch, Tealium), code implementation
- Used JavaScript, JSON, CSS and HTML to track page elements
- Helped stakeholders strategize SEO, PPC and social marketing, landing pages, path to conversion
- Managed relations with, external agencies & other third parties
- Social media tracking and sentiment monitoring, Facebook, Instagram, Twitter, Brandwatch
- Worked with marketing managers (PPC, email, etc) to track, analyze, and improve campaigns
- Created automated spreadsheet reports using Google Sheets and Supermetrics
- Supported ad-hoc reporting requests from management team
- Trained users analytics tools
- Ran regression analysis R and GA plugin to report in long term forecast of campaigns
- Used SQL, to merge data from different sources such as web, call center, e-commerce backend
- Administered AEM CMS, content updates
- Working knowledge of Linux/Unix

**MPhasis****Web Analyst****New York, NY, Apr '16 – Dec '16**

Client: AIG

- Assisted Director of Analytics
- Audit implementation, gaps analysis to identify missing KPIs based on business requirements
- Administered Adobe Analytics and DTM (tag manager)
- Ran reports on available data, segments, and Tableau, visualizations for insights
- Tagged and measured external campaigns (cid tracking code), created SAINT classifications
- Merged and analyzed data from diverse sources looking for actionable insights
- Adobe Target tool implementation, editing and placement of mbox.js on pages
- Ran A/B tests, creation, traffic allocation, swapping images, moving items, changing CTAs, etc,
- Ad hoc analysis and result identification of current marketing efforts to optimize
- Inspected global and country specific report suites to ensure eVar, sProps and events consistency
- Tracked form fields and cart process to identify any weak spots where attrition could occur
- Updated SDR to include relevant metrics and dimensions including global report suite

- Met with internal departments to understand target personas, sales cycles, seasonality, and to ensure (KBRs) were mapped to analytics goals
- Created reports using ReportBuilder, plugin installation, data request creation, scheduling, etc
- Worked with client and internal delivery teams to develop an automated reports to be used for ongoing insights and data analysis, train users, schedule deliveries, dashboards
- Social media tracking, Facebook, Instagram, Twitter
- Integrated and visualized call center and website data and other sources using Tableau, R
- Helped improvement of SEO, PPC and email marketing efforts, created visualizations
- Analyzed data identifying out trends, outliers, and deviations from expectations
- Running SQL queries to merge form submissions from website and call center to understand conversion from online lead to follow up calls and offline conversion completion, matched by unique form completion ID

**Epsilon**

**Web Analyst**

**New York, NY, Mar '15 – Apr '16**

Clients: Hitachi Data Systems, Citibank, Anthem / Blue Cross Blue Shield, Martin Foods

- Assisted Senior Data Architect
- Gather requirements, met stakeholders to set business strategy and expectations
- Study current practices, sales cycles, seasonality, industry, competition, etc.
- Used custom variables sProps, eVars and events to better tell a story using contextual data
- Developed SDR (Solution Design Reference) the analytics specification document
- Target & Optimizely A/B tests to test variations in layout, CTA, and media assets, manual and Bayesian splits, testing audiences against goals, etc
- Audit, strategic planning, data dictionary and spec creation, implementation QA, removal of PII
- TMS (GTM, DTM, Tealium, Ensign) admin, data layer, rules, approving and publishing
- Worked with IT to ensure proper implementation of code, UAT and QA using debugging tools.
- Administered global and standalone report suites, user management, creation of variables
- On-page events (for links and rich internet applications) campaign tracking (external and internal), landing pages, video tracking, social, SAINT classifications, product grid-walls, etc.
- Shopping cart success events including cart open, cart view, cart additions, cart removals, checkout initiation, created custom events to account for any gaps in the conversion path. Product string configuration, merchandising variables, purchase event serialization, etc.
- ReportBuilder plugin installation, data request creation, scheduling workbooks, etc.
- Identified best performing traffic sources, keywords, referrers, visitor paths, funnel weak points
- Presenting findings to upper management and user training
- Social tracking Facebook, Instagram, Twitter
- Helped improvement of SEO, PPC and email marketing efforts, created dashboards in Tableau
- Running SQL queries to merge web transactional data with offline events such as refunds matched by transaction ID or purchase ID

**Indexable**

**Web Developer & Digital Marketer**

**New York, NY, Oct 2012 – Mar 2015**

Clients: Small and mid sized businesses

- Managed digital ecosystem for small businesses on a retainer
- Web development of WordPress and Drupal CMS, visual content production (Photoshop, Illustrator)
- Business requirements gathering, understanding of industry, sales cycle, seasonality, competitive environment to apply strategy to different digital marketing tactics such as SEO, PPC, email marketing and web analytics tracking in synergy, carefully planning each step of the conversion funnel
- Implementation of Google Analytics, property and view creation, filters, and user management
- Creating custom reports, segments and dashboards for specific audiences, delivery and presentation

- Performed keyword research for SEO and PPC efforts
- Campaign tracking using UTM parameters, event and goal setting
- Visitor behavior analysis, the “who and how much?” to improve campaigns, layout and content
- Tools included SEO Screaming Frog, WordTracker, KeywordDiscovery, SEM Rush, Ubersuggest, Moz, Google Keyword Planner, AdWords search terms, GWT search queries, Google Trends, etc.
- SEO optimization of website, on page, meta, local SEO, Google Search Console
- Ran PPC text, and ad banner display campaigns AdWords (certified) and Bing
- Managed CRM, Email marketing Infusionsoft, MailChimp
- Social tracking Facebook, Instagram, Twitter
- A/B & MVT experimentation of landing pages, layout, CTAs, conversion paths
- HTML / CSS. Basic JavaScript & PHP
- Tracking on page elements such as tabs, forms, video interaction tracking, downloads, etc
- Photography for website content, such as business premises and product photography

## Education

- Business Administration Degree, Finance, Corporate Communications, Baruch College '08
- Associate's Degree, International Business Administration, LaGuardia CC, CUNY '06
- Web Analytics: Integrating Website and Email Data, NYU '12
- Adobe Analytics (Omniture SiteCatalyst) Google Analytics Training, NYU '12
- CRO Conversion Rate Optimization Adobe Target / Optimizely, self-taught '12
- Search Engine Marketing Campaign Planning and Execution (AdWords Certified), NYU '12
- Digital Strategy, Creating Synergy in Your Marketing Program, NYU '12
- Search Engine Optimization SEO, self-taught '12

## Digital Analytics Professional Accreditations & Certifications

- [Adobe Professional – Analytics Business Practitioner \(certified\)](#)
- [Adobe Professional – Analytics Developer \(certified\)](#)
- Google Analytics Individual Qualification IQ (certified)
- Adobe Target – Business Practitioner
- Adobe Audience Manager – Business Practitioner
- Google AdWords (certified)

Rafael Sahagun is founder of Indexable a Bronze level [Adobe Solution Partner](#)