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OBJECTIVE

Web Analyst, with proficiency in SEO, SEM and overall 14 years of experience in ecommerce websites seeking a position to leverage my technical background and experience in Web Analytics, Digital Analytics, SEO/SEM. Converting website usage, campaign performance and trends into business insights.

TECHNICAL SKILLS

Web Analytics

- Developing automated reports, dashboards and custom reports using APIs, BI Tools and CRM databases
- Google Analytics/Web Masters Tools: Implementation, testing, tagging, events, statistics and attribution analysis.
- Integrating web data with cross-channel marketing and customer data from CRM.

Online Advertising

- Experienced working with various PPC and bid systems including Google Adwords, Yahoo, Facebook ads, Looksmart among others.
- Researching, designing, deploying segmented PPC/bid marketing campaigns.
- Tracking, analyzing and optimizing campaign results and conversions.

Databases

- MySql, Oracle, MS Sql server, Sqlite:
- Creating, querying, updating and modifying tables. Building queries using unions, joins, sub queries and stored procedures. Importing and exporting data.
- Worked with Oracle SQL Developer and other querying tools, command line to create scheduled reports in various formats.

Programming / Technologies

- PHP: Scripting to automate various tasks for data analysis and data retrieval
- HTML, CSS, XML, JS: Edit and modify for SEO/website management purposes
- Cms: Drupal, Blogger, Wordpress
- OS: Windows, Linux, Unix, Mac
- Office: Excel power user, pivot tables and reporting, formulas, charting VBA and macros, database connection, Powerpoint etc.

Search Engine Optimization

- Monitoring site ranking by integrating data from different sources (i.e. Google Webmasters Tools, Semrush, tracking software)
- Building linking strategies, checking candidates for linking, contextual linking.
- In site SEO techniques: title/desc. tags, headings, content leverage, keyword density, keyword research
- Advanced techniques: URL rewrites, SEO friendly JS & Flash, website accessibility, sitemaps, server status codes, site crawlability
- Familiar with LSI (Latent Semantic Indexing) and the Semantic Web

Languages

Fluent in English, Spanish, and Hebrew.

WORK EXPERIENCE

Business Intelligence Analyst, 2014 - 2015   AnyOption Israel, Tel-Aviv, Israel

- Analyzed overall campaign performance, ROI & conversion by integrating data from various campaigns sources with CRM to provide stakeholders with actionable insights on campaign performance
- Developed reports using PHP/MySql to integrate data from Oracle DB and campaign stats, enabling drill downs and segmentation.
- Organized all reports into big picture dashboards for media buyers and marketing managers.
- Determined conversion attributions based on company policies, resolving tracking issues.
- Oversaw the integration of external marketing data into the BI system developed in QlikView.
- Created an alert system on various KPIs, running on a schedule base. When certain parameters are met, an Excel report is mailed to an intended audience, including a summary of the KPI that triggered the alert.

Web Analyst / SEO Manager, 2011-2014   BroadwayBox Inc. , Tel-Aviv, Israel

Analytics:

- Created custom statistics reports based on segments of interest, both web based or using APIs.
- Evaluated site performance against defined KPIs (traffic, conversions, sales, sign ups etc.) and provided actionable business insights.
- Analyzed website traffic in order to find patterns of website usage, check the effectiveness of mail campaigns.
- Identified traffic that completes desired paths and goals and patterns of behavior.
- Researched competition and market trends, both in terms of content and proper implementation of technologies

- Introduced posting on Facebook and Twitter, monitoring and tested content approaches on social media
  SEO:
- Directed the implementation of SEO strategies, keyword and content research that led to top rankings and sales. BroadwayBox became the top non official ticket seller for a significant number of shows promoted.
- Conducted keyword and competitors research, optimized landing pages for optimal keyword density and semantic relatedness.
- Implemented a system to track sites rankings, including competitors using data from Semrush, GA reports and automatic tracking.
- Researched and recommended the implementation of additional web standards, keeping the website technologically up to date.
- Wrote scripts that oversaw a smooth transition of indexed content (over 30,000 pages) as the website switched server platform to the Django CMS, assuring a flawless transition without any loss of rankings or indexed content as the website structure changed.

Spanish SEO/SEM Manager, 2009-2010   Interlogic Ltd., Tel Aviv, Israel
- Developed and deployed SEO optimization strategies for sites in Spanish, English, French and Portuguese.
- Wrote and edited site content in Spanish, executing best practices and led to top positions and increased traffic to the target sites.
- Planned advertising campaigns in various platforms, tracking conversion and effectiveness.
- Collaborated with R&D, Marketing, Sales and Product providing SEO consulting for other properties.

Spanish SEO/SEM Manager, 2009   Advanced Web Solutions, Tel-Aviv, Israel
- Planned and executed localization of a number of entertainment websites to Spanish.
- Published SEO content based on previous keyword research, and best SEO practices that quickly led to the translated portion of the websites to top positions in the target keywords and languages.
- Translation, localization and optimization of content for the Spanish market: Blogging, video and graphics.
- Assisted other teams in various technical tasks.

SEO & PPC optimizer, 2008   Seperia Ltd, Herzliya, Israel
- Assessed clients' websites in terms of current needs and expectations in fields of real state, finance, web technologies and more.
- Designed and implemented SEO strategies for the agency clients that led to improved rankings in a wide portfolio of websites.
- Analyzed website statistics such as converting keywords, long tails, and suggested unexplored opportunities that increased traffic.
- Recommended SEM strategies using GA (Google Analytics and other tools)
- Designed, deployed and analyzed PPC campaigns in Google Adwords, Yahoo, Looksmart and other PPC channels, exploring and testing additional opportunities and segmenting campaigns to maximize results.
- Trained other team members of advanced Excel usage (text formulas, search formulas, pivot tables etc)

PPC & Website Optimizer, 2007   Target Point, Herzeliya, Israel
- Assessed publisher websites interested in joining our keyword based advertising services
- Prepared tags (JavaScript snippets) to be implemented on partner sites, verified implementation and modified designs on demand.
- Managed, analyzed and optimized publishers performance and advertising revenue
- Improved performance by significant figures, increasing revenue to the company and its partners.
- Performed A/B testing on different features, keywords, designs

Site Administrator / Content Manager, 2004-2007   Gaming-Promo, Tel-Aviv, Israel
- Maintained 4 websites, updated campaigns and seasonal content.
- Implementation and tracking of landing pages and campaigns and affiliate marketing.
- Content management for the above sites, including content in other languages (Spanish – French)
- Creation of customized scripts to monitor customers, website & affiliates' activity

Site Administrator/Spanish Marketing, 2002-2003   Casiopea Group, Larnaca, Cyprus
- Translated a full gaming site from English to Spanish, performing sanity checks assuring all the elements of the website, pages, deposit messages, alerts/error/info messages are properly localized.
- Promoted the website and negotiated affiliation partnerships with Spanish websites and agencies.
- Managed a team of translators, successfully localizing the website to the following languages: Italian, German, French, Dutch, Greek, Chinese, and Japanese.
- Managed the day to day updates of the website in all the languages above, including marketing campaigns, newsletters and other promotions assisting marketing teams on tracking issues with the website.

EDUCATION
MSSQL server Course, 2011, Technion external unit 2011, Tel Aviv
Website development in PHP/MySql course, 2009, Interbit, Ramat Gan, Israel
Sociology & English Language and Linguistics, 1994-1997, Haifa University, Israel
KEYWORDS
Web Analytics, SEO, SEM, Marketing Analyst, Digital Analyst, Bi, Business Intelligence, Conversion Analysis, Spanish