

ERIC BROWN

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Blog - ericonanalytics.com

Summary of Qualifications

- Background in data analysis, consultation and project management
- Strong verbal and non-verbal communication skills encompassing both business and technical acumen
- Co-author of technical book on Google BigQuery (Learning Google BigQuery)
- Extensive software background encompassing R Programming Language, SQL, Relational Databases, Google Analytics, Attribution Analysis, Marketing Optimization, Business Intelligence, Tableau
- business and technical acumen
- Analytics consultation for Fortune 500 accounts

Employment History

PMG Advertising 09/17 - 02/18
Analytics Manager

Business: Advertising Using: Google Analytics, Amazon Redshift, R, Google BigQuery, Adobe Analytics, Google Tag Manager, Github.

- Act as main agency resource for client web analytics requests (tagging strategy, analytics issues and marketing optimization).
- Use R to Extract and Transform data from web APIs such as Google Adwords and DoubleClick Manager and load into cloud database systems such as Redshift and BigQuery.
- Use Google 360 reporting data to optimize ad spend and hypothesize client tests.
- Lead projects to prepare clients for Google Analytics 360 Attribution Update.
- Write, update and QA SQL queries for client omni-channel reporting merging display, paid search, social and backend data.

BDX 04/12 - 09/17
Senior Web Analyst

Provide analysis and insight on BDX's network of websites, mobile sites and apps. Tools used include Google Analytics, Google Adwords, Google Webmaster Tools, SEOMoz, ClickTale, Eloqua and MySQL.

- Utilize and integrate Google Analytics data with backend conversion data.
- Collaborate with marketing and executive teams to create marketing strategy.
- Write scripts in R to use regression algorithms such as GBM and XGBoost to predict client community performance.
- Write scripts in R to create marketing attribution using channel attribution algorithm.
- Provide all internal teams and clients detailed reports along with suggestions for improving business processes.
- Manage implementation of website tagging as well as changes to database and OLAP cubes.

Stratfor 05/09 – 04/12
Senior Web Analyst

Responsibilities include report generation, marketing analysis and recommending data-driven site optimizations.

- Day-to-Day duties consist of analyzing overall site activity and marketing initiatives, conceptualizing and running ad hoc reports.
- Presenting data and recommendations to multiple internal teams including the marketing team, IT team, content creators and executives.
- Managing implementation of all website measurement activities including web analytics application, marketing tagging, database analysis and data integrity.
- Corresponding closely with Conversions Specialist to troubleshoot website issues, uncover opportunities for site improvement and to propose and analyze multivariate tests.

Coremetrics 05/06 – 05/09
Senior Business Analyst

Responsibilities included data analysis, managing client relationships and acting as the primary point of contact for up to 25 clients at a given time. Key accounts included Nordstrom, Ann Taylor, Alaska Air, Office Depot and CDW.

- Day to day duties consisted of pulling regularly timed reports, conceptualizing and running ad hoc reports, consulting with clients to define success metrics and recommending data-driven site optimizations.
- Specialized in clients with heavy emphasis in product categorization, search refinements and product attributes.
- Corresponding with a number of partners and 3rd Party Vendors (such as Bazaarvoice and Endeca) to ensure clients' data is fully integrated with all external sources.
- Consulting with clients regarding website analytics, best practices, website design and usability.
- Managing a team of 3 analysts as team lead to efficiently delegate workload.

Publications

[Learning Google BigQuery](#) by Thirukkumaran Haridass and Eric Brown
ISBN-10: 1787288595

Skills and Education

Proficiency in Tableau, R, Google Analytics 360, Google Tag Manager, Marketing Optimization, Google BigQuery, Amazon Redshift

Familiar with Machine Learning algorithms (Linear Regression, Gradient Boosting, XGBoost, Sentiment Analysis, Decision Trees and Clustering), Alteryx and Spark

University of Texas at Austin
Bachelor of Arts in Sociology
Minor: Educational Psychology

To be Completed August 2018

References available upon request