


Clifton Cristal

Web Analyst

Web Analyst with 1 year of experience in leveraging data-driven insights to optimize website performance and enhance user experience. Proficient in web analytics tools, conducting A/B testing, and creating custom reports to facilitate data-driven decision-making. Strong analytical, communication, and problem-solving skills, with a focus on continuous improvement and driving business growth.

clifton.cristal@gmail.com 

(273) 243-1126 

1234 Maple Street, Milwaukee, WI 53202 

Education

Bachelor of Science in Web Analytics at University of Wisconsin-Madison, WI

Sep 2017 - May 2022

Relevant Coursework: Web Analytics, Data Visualization, Digital Marketing, Search Engine Optimization, Social Media Analytics, Web Design, Web Development, Programming, Database Management, and Marketing Analytics.

Links

[linkedin.com/in/cliftoncristal](https://www.linkedin.com/in/cliftoncristal)

Skills

Google Analytics



SQL



Tableau



Python



A/B Testing



Adobe Analytics



Data Visualization



Employment History

Web Analyst at Rocket Clicks, WI

Apr 2023 - Present

- Achieved a 35% increase in website traffic within six months by implementing data-driven SEO strategies, optimizing site structure, and enhancing content for Rocket Clicks' clients.
- Streamlined the Google Analytics reporting process, resulting in a 50% reduction in time spent on generating monthly reports, which allowed the team to focus more on strategic planning and analysis.
- Successfully managed an A/B testing campaign that led to a 25% improvement in conversion rates, directly contributing to a 15% increase in revenue for a key client.

Junior Web Analyst at C2 Graphics Productivity Solutions, WI

Aug 2022 - Feb 2023

- Successfully increased website conversion rates by 25% within six months by implementing data-driven recommendations and optimizing user experience for clients at C2 Graphics Productivity Solutions, WI.
- Streamlined web analytics reporting processes, resulting in a 30% reduction in time spent on generating reports and a 15% increase in team productivity.
- Led a project to integrate various data sources into a centralized dashboard, improving data accuracy by 20% and enabling more informed decision-making for the company's clients.

Certificates

Google Analytics Individual Qualification (GAIQ)

Nov 2021

Adobe Certified Expert (ACE) in Adobe Analytics

May 2020

Memberships

Digital Analytics Association (DAA)

International Institute of Business Analysis (IIBA)