

Paul Smith

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Senior Adobe Analytics Analyst/Digital Data Analyst

Over 20 years of experience in web analytics, data governance, and Adobe Analytics. Leader in cloud-based analytics scripting, resulting in effective data visualization and improved actionable insights. Delivered high-quality tailored analytics solutions, driving strategic decision-making and enhancing user experience.

WORK EXPERIENCE

Atos Syntel (now Eviden) for FedEx • Nashville and Memphis, TN • 03/2020 - Present

Adobe Analytics Data Analyst

- Enhanced Adobe Analytics reporting and Tableau dashboards, resulting in a 20% increase in site optimization efforts and driving strategic decision-making over a 3-month period.
- Managed cloud-based analytics scripting for tagging, reporting, and data visualization, to enhance optimization efforts and actionable insights for business initiatives.
- Enhanced web analytics and tracking capabilities through integration of Adobe Analytics data feeds in Google cloud (GCP/BigQuery), leading to a 20% improved product performance monitoring and marketing strategy optimization.
- Revamped tagging strategies, requirements, and data collection methods, resulting in a 25% increase in data accuracy and capture, driving more informed optimizations.
- Collaborated with stakeholders to establish key performance indicators (KPIs) and metrics for new products and enhancements, to improve dashboard design strategic decision-making.

Asurion • Greater Nashville Area, TN • 11/2010 - 10/2019

Adobe Analytics Analyst/Developer (DTM, and Launch)

- Enhanced data capture and reporting accuracy for 100+ mobile device claims processing websites by leading digital tagging and analytics.
- Maximized tracking efficiency through the implementation of Adobe Launch and DTM, resulting in streamlined data collection and coding for improved web and mobile app analytics.
- Collaborated with internal stakeholders to establish KPIs for new products, site enhancements, and redesigns, leading to improved user experience and increased conversion rates.

SKILLS

Acceptance Testing, Adobe Analytics, Agile, AWS Cloud Practitioner, Big Data Analytics, BigQuery, Business Requirements, ChatGPT, Databricks, Data Modeling, Data Visualization, Digital Analytics, Digital Marketing, GCP Cloud Engineer, Git, GitHub, GlassBox, Google Analytics, HTML/JavaScript/CSS, Leadership and Mentoring, Logistical Regression, Marketing Strategy, Microsoft Word, Excel, Powerpoint, SQL, Multivariate Statistics, ObservePoint, Performance Measurement, Python, Quality Assurance, Query Writing, R, SQL, Statistical Data Analysis, Terradata, Usability, User Experience, Web Design, Web Development

EDUCATION

Master's Program in Industrial and Organizational Psychology

Western Kentucky University
01/1986 - 12/1988

Industrial/Organizational Psychology

BS in Psychology

Penn State University
01/1982 - 12/1986

- Improved site optimization efforts by 30% through enhanced web data analysis using Adobe Analytics, Test & Target, and Adobe Launch, resulting in strategic decision-making.

IDR, Inc. (for Asurion) • Greater Nashville Area, TN • 03/2010 – 11/2010

Data Analyst (for Asurion)

- Designed, implemented, and tested analytics via Adobe Analytics on web, and offline platforms, resulting in a 25% increase in overall data accuracy and quality.
- Administered Adobe Analytics and Test & Target, ensuring seamless troubleshooting and support for internal users and the analytics team.

Northrop Grumman • Fort Knox, KY • 12/2002 – 09/2008

Web Usability and Analytics Expert, Web Team Leader, Web Developer

- Coordinated local website development and graphic design, supporting marketing/advertising partnerships. Ensured seamless collaboration with Leo Burnett and McCann Erickson, driving successful digital campaigns.

CERTIFICATIONS

Certified SAFe 5 Practitioner • 12/2021 – Present

Scaled Agile, Inc.

Google Analytics Certification • 01/2020 – 12/2021

Google

GCP Associate Cloud Engineer

Google (in progress)

AWS Certified Cloud Practitioner

Amazon (in progress)