

Ashlyn Pon

Web Analyst

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📍 67 Maple Court, Birmingham,
AL 35005

Education

Bachelor of Science in Web Analytics at Auburn University, AL

Sep 2013 - May 2017

Received high grades in all web analytics courses.

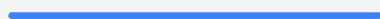
Worked hard to understand web analytics concepts.

Links

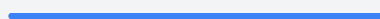
[linkedin.com/in/ashlynpon](https://www.linkedin.com/in/ashlynpon)

Skills

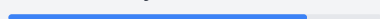
Web analytics



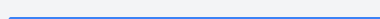
Google Analytics



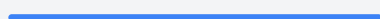
Adobe Analytics



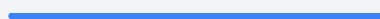
SEO



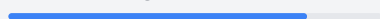
Webmaster Tools



Technical analysis skills

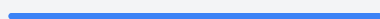


Experience with various web analytic tools and methodologies

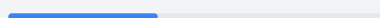


Languages

English



German



Profile

I have over five years of experience as a web analyst. I have extensive knowledge of Google Analytics and other web analytics tools. I am skilled in data analysis and interpretation, and possess excellent communication skills.

Through my work, I have helped clients increase their website traffic, improve their conversion rates, and better understand their customers' behaviour online.

My analytical approach has allowed me to identify trends and insights that can be used to drive business decisions.. As a result, I am extremely confident in my ability to produce valuable results for any organization through effective web analysis.

Employment History

Senior Web Analyst at Google, CA

Feb 2022 - Present

- Decreased site abandonment by X% through improved navigation.
- Increased conversion rate by Y% through A/B testing and personalization.
- Boosted organic search traffic by Z% with on-page optimization.
- Lowered cost-per-acquisition (CPA) by \$X with targeted paid media campaigns.
- Generated M new leads with innovative lead capture forms.
- Drove N sales worth P in revenue with strategic email marketing.

Web Analyst at Amazon, WA

Jul 2017 - Dec 2021

- Implemented tracking for a new marketing campaign which led to a 10% increase in conversions.
- Investigated and resolved website performance issues, resulting in load times decreased by 2 seconds on average.
- Led analysis of customer behavior data which showed that 80% of users were abandoning the site due to poor user experience.
- This resulted in changes to the design and layout of the site, leading to a 15% reduction in abandonments.
- Created custom reports detailing key metrics such as conversion rate and Revenue per visit which allowed senior management to make informed decisions about where to invest money for maximum ROI.
- Conducted A/B testing on various aspects of the website which led to an overall 5% improvement in conversion rates.

Certificates

Web Analytics Implementation Specialist (WAIS)

Jan 2021

Web Analytics Solution Provider (WASP)

Dec 2019

Advanced Web Analytics Certification (AWAC)

Jun 2018