Ari Meier

Data Analyst

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Technical Skills

- Data Analysis: Python, R, SQL, Microsoft Excel
- Data Visualization: Tableau, Power BI, Looker Studio, Microsoft Excel
- Statistical Analysis: Regression analysis, hypothesis testing
- Web Analytics: Google Analytics, Google Search Console, SEMRush, Screaming Frog
- Google Tag Manager: Conversion tracking and implemented CRO strategies
- Communication: Excellent written and verbal communication, data storytelling
- Problem-solving: Analytical thinking, identifying root causes
- Collaboration: Teamwork, working with internal and external stakeholders
- Project Management: Planning, execution, reporting

Experience

SEO Analyst | Cox Automotive | Remote | Jun 2021 – Present

- SEO analysis: Analyzed website organic search data using Google Analytics/GA4, and Google Search Console
- Implemented SEO strategies across multiple automotive dealership websites, resulting in improved search ranking, and more web traffic.
- Competitor Analysis: Conducted in-depth analysis of competitor websites, informing effective counter-strategies and competitive advantages.
- Technical SEO Audit: Led technical SEO audits to identify and resolve website issues impacting search engine crawl indexing and performance.
- Data-Driven Reporting: Developed and delivered data-driven reports to clients, providing insights into website performance, keyword trends, and user behavior.

SEO Strategist | Force Marketing | Atlanta, GA | Jun 2018 – May 2021

- SEO Analysis: Analyzed the website traffic of 100 automotive dealership websites each month using Google Analytics, and SEO tools, Google Search Console, SEMrush, and Screaming Frog to identify traffic patterns, trends, and insights,
- Website traffic data analysis and SEO strategies helped clients see a net increase of 200,000-plus organic users over a two-year period, a 16 percent increase year-over-year.
- Competitor Analysis: Did in-depth analysis of competitor websites, which informed effective counter-strategies and competitive advantages.
- Technical SEO Audit: Conducted SEO audits to identify and resolve website issues impacting search engine crawl indexing and performance.
- Leveraged Google Tag Manager to implement conversion tracking and optimize client website performance.

- Data-Driven Reporting: Prepared and delivered reports with actionable insights and recommendations to clients, providing insights into website performance, user behavior, and keyword performance.
- Work with team to build, edit, and optimize website pages on several content management systems to increase search ranking and drive conversions.

Marketing Analyst | PEMCO Limited | Atlanta, GA | Jan 2014 – Jan 2018

- SEO & Social Media Traffic Analysis: Used Google Analytics, Excel, and social media analytics tools, to analyze website and social media traffic data.
- Data-Driven Reporting: Prepared and delivered data-driven reports to company stakeholders weekly, helping leadership make strategic decisions to improve business processes and plan new products and services.
- Content Strategy: Analyzed website, email engagement and social media traffic data to inform content strategy, resulting in writing over 350, which helped increase website traffic more than 2,200% over four years.

Digital Marketing & Analytics Freelancing | Atlanta, GA | Aug 2015 – Aug 2018

- Advised/managed digital marketing strategy for several organizations, helping increase website traffic, social media engagement and sales.
- Advised and implemented effective SEO opportunities to ensure high SERP ranking.
- Monitored and managed social traffic, engagement, and content using website and social analytics tools.

Education

2020-2024   **BS, Data Analytics |** Southern New Hampshire University | *Key Courses: Machine Learning models, Python and R Programming, SQL, Applied Statistics, Database Design, Data Mining, Data & Information management*

Projects

- **Insight22 Analytics Blog:** Data-focused articles covering city comparisons, and community development, with data visualizations

- **School Projects:**
  - Multiple regression, qualitative variables interactions, quadratic regression models were created to analyze key house features to set optimal listing prices for faster sales.

  - Logistic Regression and Random Forests were created to analyze heart disease data to predict risk factors.