

Ari Meier

Data Analyst

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Professional Summary

Results-driven data professional with 10 years of experience in analyzing large datasets to drive strategic business decisions. Experienced in SQL, Microsoft Excel, R, Python, Google Analytics, and Looker Studio, statistical analysis, data visualization, and problem-solving. Strong analytical, critical thinking, and communication skills with a proven ability to deliver actionable insights and collaborate effectively with cross-functional teams.

Professional Skills

- Data Analysis: Exposure to Python, R, and SQL. Advanced Microsoft Excel
- Data Visualization: Tableau, Looker Studio, Dashboards
- 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: Strong analytical and quantitative skills, identifying root causes
- Collaboration: Working with cross-functional teams, internal and external stakeholders
- Prepare reports and presentations to communicate findings and recommendations to stakeholders
- Generative AI: Proficient in LLM prompting

Experience

SEO Analyst | Cox Automotive | Remote, USA | Oct 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 counterstrategies 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 monthly traffic for 100 automotive dealership websites using Google Analytics, Google Search Console, SEMrush, and Screaming Frog, identifying patterns and

insights.

- Traffic Growth: Implemented SEO strategies that increased organic traffic by over 200,000 users and achieved a 16% year-over-year growth.
- Competitor Analysis: Conducted in-depth competitor website analysis to develop effective counterstrategies.
- Technical SEO Audits: Identified and resolved issues impacting search engine indexing and performance.
- Conversion Tracking: Used Google Tag Manager to implement and optimize conversion tracking.
- Data Reporting: Delivered actionable insights and recommendations through detailed performance reports.
- CMS Optimization: Collaborated on building and optimizing website pages across various content management systems to boost rankings and 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 articles, which helped increase website traffic more than 2,200% over four years

Founder | Insight22 Analytics | Decatur, GA | Aug 2015 – Present

- 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

Educational Background

Bachelor of Science, 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.](#)