Ari Meier

arimeier@gmail.com | 404.750.7295 | Decatur, GA | Portfolio link

---

SKILLS & INTERESTS

- **Skills:** Data Analysis, Statistical Analysis, Regression Analysis, Hypothesis Testing, Data Storytelling, Collaboration, Problem Solving, Generative AI
- **Technologies:** SQL, Advanced Microsoft Excel, Python, Tableau, Google Analytics, Looker Studio, Google Search Console, SEMrush, Google Tag Manager, Screaming Frog
- **Interests:** Art, writing, musician (piano), violin, cello, architecture, mathematics, community development

WORK EXPERIENCE

Cox Automotive   Jun. 2021 – Present
SEO Analyst   *Remote*
- Analyze website organic search data using Google Analytics/GA4 and Google Search Console.
- Implement SEO strategies across dealership websites, improving search rankings and traffic.
- Conduct in-depth competitor analysis to inform counterstrategies and identify competitive advantages.
- Lead technical SEO audits to resolve issues impacting search engine crawl and performance.
- Develop data-driven reports to provide insights into website performance and user behavior.

Cox Communications (via Cox Gigs)   Sep. 2024 – Nov. 2024
Data Validation Contractor   *Remote*
- Conducted in-depth data validation to identify revenue assurance and fraud opportunities.
- Collaborated with teams to resolve issues related to pricing, billing, improving financial accuracy.
- Researched ICOMS to address discrepancies like over-discounting and overcharging.

Force Marketing   Jun. 2018 – May 2021
SEO Strategist   *Atlanta, GA*
- Analyzed traffic for over 100 dealership websites, identifying patterns and insights.
- Implemented strategies for increasing organic traffic by 200,000 users and 16% year-over-year growth.
- Conducted competitor analysis to develop effective counterstrategies.
- Resolved indexing issues through technical SEO audits.
- Utilized Google Tag Manager for conversion tracking optimization.
- Delivered performance reports with actionable insights and recommendations.

PEMCO Limited   Jan. 2014 – Jan. 2018
Marketing Analyst   *Atlanta, GA*
- Analyzed SEO and social media traffic using Google Analytics and Excel.
- Prepared data-driven reports to inform strategic decisions and improve business processes.
- Developed content strategy increasing website traffic by over 2,200% over four years.

EDUCATION

Southern New Hampshire University   *Manchester, NH*
Bachelor of Science, in Data Analytics

PROJECTS

- Developed regression models (multiple, quadratic, and qualitative interactions) to analyze key housing features and optimize listing prices for faster sales.
- Developed Logistic Regression and Random Forest models to predict heart disease risk factors.