

ARI MEIER

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DATA ANALYST | BUSINESS INTELLIGENCE

SQL · Python · Tableau · Statistical Modeling · AI/ML Implementation

Analytical professional with a Bachelor of Science in Data Analytics and 5+ years of experience leveraging large datasets to drive business growth. Expert in translating complex data into actionable strategy through automated reporting, predictive modeling, and advanced SQL querying.

EDUCATION

Southern New Hampshire University | Bachelor of Science, Data Analytics | May 2024

TECHNICAL SKILLS

- **Programming & Frameworks:** Python (Pandas, NumPy, Scikit-Learn), R.
- **Databases & Querying:** SQL (MySQL, CTEs, Window Functions, Joins).
- **Data Visualization:** Tableau, Advanced Excel, Looker Studio.
- **Analytics & Modeling:** Multivariate Regression, Predictive Classification, Random Forest, EDA, A/B Testing.

TECHNICAL PROJECTS

Predictive Real Estate Pricing Model | Multivariate Regression Analysis

- Applied multivariate regression to identify key performance drivers within real estate datasets.
- Optimized pricing models for market-specific inventory, improving forecasting accuracy for asset valuation.

Health Trend Forecasting | Predictive Classification (Random Forest)

- Engineered a Random Forest model to isolate high-risk variables within complex medical datasets.
- Achieved 76% accuracy in trend forecasting by cleaning and preprocessing large-scale unstructured data.

AI-Powered Solutions | Application Development

- Developed and deployed five distinct applications using Gemini API, including a regional crime tracker, workout tracker and SEO audit tool.
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PROFESSIONAL EXPERIENCE

Cox Automotive | SEO Analyst (Data & Performance) | Oct. 2021 – Present

- **Diagnostic Data Analysis:** Perform deep-dive audits using Google Analytics and Search Console to identify the root causes of traffic fluctuations. Conduct Month-over-Month (MoM) and Year-over-Year (YoY) variance analysis to explain performance shifts to stakeholders.
- **Trend Identification:** Analyze user behavior and search intent data to identify underperforming segments. Use these insights to forecast content needs, prioritizing high-value pages (models, comparisons, and blogs) that drive the most engagement.
- **Data-Driven Content Strategy:** Map content production to performance metrics. Use historical search data to determine which content types provide the best ROI, ensuring every piece of content is backed by a specific data-driven "why."
- **Technical Quality Assurance:** Monitor site health and data integrity. Review and update technical implementations on-page to ensure tracking accuracy and alignment with organic growth KPIs.

Synergis (Contractor for Cox Automotive) | SEO Analyst | Jun. 2021 – Oct. 2021

- **Baseline Performance Auditing:** Conducted initial "deep-dive" audits of user behavior flows and traffic data to establish performance baselines for key organic segments.
- **Anomaly & Opportunity Detection:** Identified high-growth "low-hanging fruit" by analyzing gaps in existing content libraries. Translated search intent data into technical roadmaps that prioritized immediate traffic recovery.
- **Competitive Benchmarking:** Performed systematic competitive analysis to benchmark Cox's digital assets against market rivals, identifying specific technical and on-page areas for data-driven optimization.
- **Stakeholder Reporting:** Synthesized complex organic search data into actionable insights for the internal team, proving the ROI of data-backed content strategies and facilitating a seamless transition to a full-time role.

Insight22 Analytics | Founding Data Analyst & Consultant | Jan. 2015 – Present

- **Performance Attribution Modeling:** Track and analyze multi-channel traffic for various Atlanta-based non-profit organizations, utilizing Google Analytics to attribute website conversions and user engagement to specific social marketing drivers.
- **Business Intelligence Reporting:** Design and deliver comprehensive monthly performance dashboards, synthesizing website and social media metrics into actionable insights to inform organizational growth and fundraising strategies.

- **Performance Auditing:** I audited past performance to identify the "winners" in our content library. By doubling down on these high-performing styles, I helped clients get significantly more reach without having to increase their marketing spend.
- **Stakeholder Communication:** Act as a lead technical consultant for non-technical leadership teams, translating complex digital analytics into "no-fluff" strategic recommendations to improve community outreach and donor retention.

Force Marketing | Performance Data Strategist | Jun. 2018 – May 2021

- **Portfolio Data Management:** Managed the digital performance for a 100-site enterprise portfolio, utilizing Google Analytics and Search Console to monitor health and growth metrics across a massive unified dataset.
- **Diagnostic & Root Cause Analysis:** Conducted monthly and year-over-year (YoY) variance analysis to identify traffic fluctuations. Performed deep-dive audits into user behavior flow to diagnose performance drops and recommend data-backed recovery strategies.
- **Content Optimization Framework:** Developed data-driven content roadmaps for blog architectures and landing page comparisons. Leveraged search intent data to prioritize high-value content production, ensuring alignment with acquisition KPIs.
- **Quality Assurance & Data Integrity:** Directed the final review process for all digital assets, ensuring that technical implementations and on-page data points adhered to strict performance standards and strategic objectives.

PEMCO Limited | Marketing Analyst | Jan. 2014 – Jan. 2018

- **Multi-Site Performance Tracking:** Utilized Google Analytics to monitor and report on traffic patterns for 4 distinct business units (Corporate, Atlanta, Denver, and Honolulu), identifying high-growth opportunities that resulted in a 2,200% increase in total traffic over four years.
- **Data-Driven Content Strategy:** Directed a high-volume, cross-platform content engine, authoring hundreds of B2B and B2C articles. Correlated content output with user behavior metrics to refine messaging and maximize audience retention.
- **Cross-Channel Analytics:** Orchestrated the social media strategy and execution for all 4 regional brands, leveraging engagement data to optimize user acquisition and brand visibility across diverse geographic markets.
- **Performance Reporting:** Synthesized complex real estate market data into actionable digital narratives, aligning marketing output with organizational KPIs and strategic growth goals.