

## ARI MEIER

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### PROFESSIONAL SUMMARY

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.

### WORK EXPERIENCE

SEO Analyst (Data & Performance) | Cox Automotive 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.
- Led the rigorous analysis of user behavior and search intent data to identify underperforming segments, driving the ideation of future content initiatives and proposed product experiments to optimize engagement on high-value pages.
- 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.

SEO Analyst | Synergis (Contractor for Cox Automotive) 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.

Founding Data Analyst & Consultant | Insight22 Analytics 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.

- Designed and managed intuitive Tableau dashboards for key projects to track key performance indicators (KPIs), leveraging simplified visual layouts to translate complex performance metrics into clear, actionable insights for non-technical stakeholders.
- 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.
- Translated complex numerical findings from Google Analytics and Search Console into clear, persuasive recommendations for non-technical leadership, utilizing data storytelling around search trends to identify budget inefficiencies and advise on strategic ad-spend reductions.

Performance Data Strategist | Force Marketing

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.

Marketing Analyst | PEMCO Limited

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.

## SKILLS

Python (Pandas, NumPy, Scikit-Learn), R, SQL (MySQL, CTEs, Window Functions, Joins), Tableau, Advanced Excel, Looker Studio, Multivariate Regression, Predictive Classification, Random Forest, EDA, A/B Testing

## EDUCATION

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

