

Matthew Sims

Digital Analyst

Digital marketing professional with three years of experience in implementing and managing digital tagging and web analytics strategy for online brands, including data attribution and visualization requirements for eCommerce companies.

WORK EXPERIENCE

Digital Marketing Professional

Oct 2020 – Present

Freelance, Remote

- Increase digital data transparency for clients through implementation of web analytics tracking and reporting using Google's Marketing Platform tools.
- Configure marketing automation and sales funnel tracking across multiple touchpoints including website analytics, email marketing campaigns, PPC, etc.
- Work with clients to realize their marketing goals through website and search engine optimization.

Digital Marketing Analyst

Apr 2019 – Sep 2020

Escalade Sports, Evansville, IN

- Implemented and optimized web analytics for 12+ eCommerce brands in Google Analytics that increased marketing data transparency.
- Partnered with cross-functional teams to design analytics dashboards in Google Data Studio that consolidated data across various mediums (i.e. website, email, Google Ads, Amazon, Walmart, etc.) that ultimately influenced marketing strategy.
- Involved in establishing and optimizing online marketing automations using tools such as ActiveCampaign and Zapier.
- Contributed to enhanced marketing attribution of eCommerce transactional data by implementing enhanced eCommerce tracking through the use of Tag Manager.

CONTACT

- Evansville, IN (Open to Remote)
- (812) 589-7580
- contact@matthewsims.net
- linkedin.com/in/matthew-david-sims

SKILLS

Data Visualization:

- Data Studio (Advanced)
- Tableau (Experienced)
- Microstrategy

Techniques:

- Data Attribution
- Data Layer
- Sales Funnel Analysis
- Enhanced eCommerce

Tools and Frameworks:

- Google Analytics 4
- Google Tag Manager
- HTML, JavaScript

EDUCATION

University of Southern Indiana

MBA, Data Analytics
Evansville, IN – May 2020

BS, Computer Information Systems
Minor in Computer Science
Evansville, IN – May 2018

BS, Marketing
Minor in Web Development
Evansville, IN – May 2018

CERTIFICATIONS

- Google Analytics
- Google Ads Search