

# Matthew Sims

Experienced digital analytics specialist seeking to leverage my passion for digital marketing, technological skill set and self-starter attitude to implement your marketing analytics strategy.

Providence KY, 42450

(812) 589-7580

[contact@matthewsims.net](mailto:contact@matthewsims.net)

[matthewsims.net](http://matthewsims.net)

## EXPERIENCE

### **Analytics Consultant — Freelance**

September 2020 - PRESENT

- Google Analytics (GA4) audits, implementation, analysis and reporting.
- Create and manage custom GA4 events and conversion tracking.
- Configure and manage tags, triggers, and variables in Google Tag Manager.
- Build analytics dashboards with Looker Studio

### **Digital Marketing Analyst — Escalade Sports**

April 2019 - September 2020

- Analytics analysis, visualization and reporting for multiple eCommerce brands.
- Marketing automations implementation, tag management and data integration.
- Management of PPC advertising across Google, Facebook, Amazon, etc.
- Email marketing campaigns and automations

### **Digital Marketer/Website Operator — Self-employed**

January 2016 - April 2019

- Design visually appealing websites using WordPress.
- Implement marketing automation and lead nurturing processes.
- Execute on-page and off-page SEO optimizations.
- Develop and manage online content strategies.

## EDUCATION

### **University of Southern Indiana — MBA**

2019 - 2020

Concentration: Data Analytics

### **University of Southern Indiana — BS, Marketing/CIS**

2014 - 2018

Minors: Computer Science, Enterprise Web Development

## SKILLS

Web Analytics

Tag Management

Data Visualization

Dashboards

## TECHNOLOGY

**Google Marketing Platform**

(Analytics, Tag Manager,

Data Studio, Ads, etc...)

Microstrategy, Tableau,

Salsify, ActiveCampaign,

SEMrush, WordPress,

Shopify, Zapier, Asana, etc.

## ATTRIBUTES

Good Communicator

Team Player

Hard Worker

Fast Learner