



Cort Tafoya

📍 Sacramento, California 95831 📞 916-710-3306
✉ Corttafoya@gmail.com

PROFESSIONAL SUMMARY

I've been in digital analytics for 10 years with an emphasis on Google Analytics & Google Tag Manager. My work experience is extensive and includes companies that range from startups to nationwide brands. I've implemented many successful data tracking strategies and solved companies toughest data gathering challenges. I consider myself proactive and achievement oriented. I have a passion for helping marketing teams track and optimize their campaigns by providing data and insights.

SKILLS

- KPI Analysis
- Excel / Google Sheets
- Channel Growth Tracking
- SQL
- A/B Testing
- Looker
- Public Speaking
- Statistical Analysis

WORK HISTORY

WEB ANALYTICS MANAGER

12/2013 to CURRENT

Freelancer

- Build automated Google Analytics reports and configure all conversion tracking
- Implement Google Tag Manager across all web properties and setup event & customer behavior tracking, helping product teams understand how visitors used their platform
- Work collaboratively with developers and marketing stakeholders
- Manage challenging projects related to integrating marketing systems so they each send accurate data to each other
- Lead team meetings and clients meetings on topics such as web analytics and SEO
- Setup programmatic marketing where user behavior triggers certain events, thus improving conversion rates and user retention
- A/B test with Google Optimize or Instapage, increasing the conversion rates of key landing pages

EDUCATION

B.A. | Communications

08/2011

CSU Fullerton, Fullerton, CA

CERTIFICATIONS

Inbound Marketing Certified via HubSpot, Google Ads Certified & Google Analytics 4 Certified