



Cort Tafoya

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PROFESSIONAL SUMMARY

I've worked in digital analytics for ten years, specializing in Google Analytics and Google Tag Manager. My professional experience encompasses a range of companies, from startups to nationwide brands such as Ross Stores and Morrison & Foerster law firm. I've implemented numerous successful data tracking strategies and solved the toughest data gathering challenges for businesses. Insights derived from my work have enhanced conversion rates and reduced wasteful expenditure. My goal is to work with a company that values data and prides itself on innovation.

SKILLS

- KPI Analysis
- Google Analytics 4
- Microsoft Excel
- Google Sheets
- SQL
- A/B Testing
- Looker
- Public Speaking
- Google Tag Manager

WORK HISTORY

WEB ANALYTICS MANAGER

04/2014 to CURRENT

Self-Employed, Contractor | Sacramento, California

- Build custom Google Analytics (GA4) reports and configure conversion tracking
- Implement & maintain Google Tag Manager across all web properties
- Visualize data for presentations using Looker Studio
- Create custom dimensions, variables and metrics
- Enable User ID tracking for logged in visitor data
- Work collaboratively with developers and marketing stakeholders
- Integrate different marketing platforms, enabling them to send accurate data to each other
- Lead team meetings and client meetings on topics such as web analytics and SEO
- Set up programmatic marketing where user behavior triggers certain actions, thus improving conversion rates and user retention
- Conduct A/B tests with Google Optimize or Instapage, increasing the conversion rates of key landing pages
- Past clients include VIPKid, Zenbooth, SmartBear (GetZephyr), JennaLee Designer Doodles & more

MARKETING MANAGER

05/2013 to 04/2014

Hack Reactor (Galvanize) | San Francisco, CA

- Created quarterly marketing and SEO strategies
- Increased net revenue by 33%
- Increased non-branded search traffic by 200%
- Directed and crafted all email campaigns (31% OR, 10.5% CTR)
- Achieved a 150% increase in total web traffic
- Increased student applications by 55%
- Achieved page one rankings for almost all (25-30) high-value phrases
- Edited and published 12 SEO blogs each month
- Served as SEM and Google Ads manager, responsible for all campaigns and spending
- Oversaw additional PR and outreach
- Established marketable partnerships with outside groups

EDUCATION

B.A. | Communications

08/2011

CSU Fullerton, Fullerton, CA

CERTIFICATIONS

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