

halee kotara

halee.kotara@gmail.com

I'm a certified digital analytics professional with 10+ years of hands-on analytics experience working with major brands such as Dell, Ford, Sephora, Weight Watchers, and the Wall Street Journal. I have worked with many reporting tools, but I am most intimately acquainted with Adobe Analytics and Google Analytics, both on the implementation side and as a power user. If the data *doesn't* exist in those tools, then I know how to corral it in there. If the data *does* exist in those tools, then I know how to wrangle it out.

Professional Experience

SENIOR DIGITAL ANALYTICS CONSULTANT, March 2017 – present

@ **Blast Analytics & Marketing**, Dallas, TX, USA

- Data renovation projects to audit and find areas of opportunity to correct, enhance, expand, and align data across an enterprise.
- Tool migration projects to guide clients when switching from one digital analytics or tag management tool to another to ensure they're adopting best practices and avoiding common gotchas.
- New digital analytics implementations for web and mobile apps, including data layer strategy and robust, scalable taxonomies for pagenames and event tracking.
- Client roster: Wall Street Journal, Weight Watchers, North Face, and Salvation Army.

ADJUNCT INSTRUCTOR, Spring 2017 & Spring 2018

@ **Southern Methodist University**, Dallas, TX, USA

- Designed curriculum for an 18 hour / 5 week "Website Conversion Optimization" course as part of SMU's Digital Analytics and Insights Certificate Program.
- Taught fundamentals and best practices of A/B testing and running a conversion optimization program.

SENIOR DIGITAL ANALYTICS CONSULTANT, June 2014 – March 2017

@ **EY Society (formerly Society Consulting)**, Dallas, TX, USA

- Designed analytics implementations to align with business goals, and provided documentation and technical support to developers implementing the solution. Performed audits of existing Adobe Analytics and Google Analytics implementations to recommend corrections and enhancements to improve data integrity.
- Consulted in all areas of tag management: tool selection, data layer strategy, and implementation.
- Created training materials and gave customized Adobe Analytics and GA training using client data.
- Client roster: Sephora, Electronic Arts, Gulf States Toyota, HomeAway/VRBO, Bazaarvoice, and Microsoft.

WEB ANALYTICS MANAGER, December 2012 – May 2014

@ **Interstate Batteries**, Dallas, TX, USA

- Redesigned Interstate's Adobe Analytics implementation to align data across multiple domains as part of the migration to the Tealium Tag Management System.
- Implemented all analytics tagging requests using Tealium, removing the burden from IT and decreasing the turnaround time from 2-4 weeks to 2-4 days.
- Audited existing reporting to identify gaps in information sharing and opportunities for report consolidation. Launched a series of recurring scorecards to monitor performance of online business.

DIGITAL ANALYTICS STRATEGIST, March 2011 – August 2012

@ **Quru (formerly Kwantic)**, Helsinki, Finland

- Designed an ongoing analytics process including key performance indicator selection, custom tool implementation/tracking, automated dashboards, custom Excel scorecards, and deep dive studies.
- Created custom analytics tagging strategies and implementation designs, as well as writing technical instructional documentation for tagging.
- Managed end-to-end A/B testing, including data analysis to find prime testing opportunities, test design and setup, post-test analysis, and program-level ROI reporting.
- Client roster: Rovio/Angry Birds, Nokia, KONE, Valio, Fonecta, Tallink Silja, and Metsägroup.

MONETIZATION MANAGER/ANALYST, September 2009 – October 2010

@ **ZAAZ / Wunderman**, Helsinki, Finland

- Measured and monetized Nokia's testing and targeting program globally, which included over 100 test campaigns per month across 30+ markets using Omniture Test&Target.
- Analyzed Omniture SiteCatalyst web analytics data to evaluate potential test cases, and define A/B/MVT test scenarios and success metrics.

SENIOR WEB ANALYST, August 2007 – September 2009

@ **ZAAZ (now POSSIBLE)**, Seattle, WA, USA

- Educated clients on best practices for becoming a data-driven organization through goal-setting, key performance indicator selection, tool selection/implementation, scorecard design, and monetization.
- Analyzed results of A/B/n and multivariate tests, as well as behavioral targeting efforts. This included creating technical specs for analytics tagging, success metrics definition, and post-test analysis.
- Client roster: Dell, Ford, Microsoft, and Morgans Hotel Group.

ECOMMERCE OPERATIONS MANAGER, January 2006 – August 2007

@ **Fossil**, Dallas, TX, USA

- Coordinated and implemented front-end site updates and promotions. Managed a team of 4 developers.
- Reported on traffic and conversions using Google Analytics.

EMARKETING MANAGER, June 2002 – January 2006

@ **Alcon Laboratories**, Fort Worth, TX, USA

- Managed the development and maintenance of 15 websites through coordination with internal departments and external agencies. Monitored and reported site traffic and search engine rankings to demonstrate ROI.

Education

Charles Sturt University, Wagga Wagga, NSW, Australia; Jan–Dec 2001

Received Master's Graduate Diploma of Information Technology in December 2001.

University of North Texas, Denton, TX, USA; 1995-1999

Graduated cum laude with B.A. in both English and Spanish in May 1999.

Graduated from the University Honors Program.

Attended Universidad de Valencia, Spain in Summer 1998.

Certifications

Digital Analytics Association Certified Web Analyst™, 2016-2021

Adobe Certified Expert: Analytics Architect, 2018-present

Adobe Certified Expert: Analytics Developer, 2016-present

Adobe Certified Expert: Analytics Business Practitioner, 2010-present

Google Analytics Individual Qualification Certification, 2010-2018

Tealium Advanced Deployments and Solutions, 2014-present

Optimizely Platform Certification, 2014-2015

Proficiencies

Analytics Reporting Interfaces:

Adobe Reports & Analytics	●●●★
Adobe Report Builder	●●●★
Adobe Ad Hoc	●●●★
Google Analytics	●●●★
Adobe Analysis Workspace	●●●
Google Analytics Sheets Add-on	●●●
Supermetrics Google Sheet Add-on	●●●
Adobe Data Workbench	●○○
Coremetrics	●○○
Mixpanel	●○○
Webtrends	●○○
comScore	○○○
Snowplow	○○○

Analytics Implementation:

Adobe Analytics	●●●★
Google Analytics	●●●
Firebase	●●○
Mixpanel	●○○
Webtrends	●○○
Adobe Data Workbench	○○○
comScore	○○○
Coremetrics	○○○
Snowplow	○○○

Tag Management:

Tealium	●●●★
Adobe DTM	●●○
Google Tag Manager	●●○
Ensignten	●○○

Tag Governance:

ObservePoint	●○○
Hubscan	○○○

Data Visualization:

Microsoft Excel	●●●
Google Data Studio	●●○
Tableau	●●○
Domo	○○○
Looker	○○○
Microsoft Power BI	○○○
Qlik	○○○

Testing / Targeting:

Optimizely	●●○★
Google Optimize	●●○
Visual Website Optimizer	●●○
Adobe Target	●○○
Maxymiser	○○○
Monetate	○○○
SiteSpect	○○○

Legend:

Certified expert	●●●★
Advanced	●●●
Intermediate	●●○
Beginner	●○○
No experience	○○○

Website

Please visit www.kotaraindustries.com for more information.