

Alliyah Thompson

[Email](#) • 434-851-4686 • [LinkedIn](#) • [Portfolio](#)

PROFESSIONAL SUMMARY

Data and marketing analytics professional specializing in web analytics, user behavior insights, and digital strategy. Proven expertise in GA4, Looker Studio, and attribution modeling to uncover trends and drive data-driven decisions. Skilled in optimizing digital experiences, creating innovative analytics solutions, and supporting business growth through actionable insights.

SKILLS & EXPERTISE

- **Data Analytics & Visualization:** Python, R, SQL, Tableau, Looker Studio, Microsoft Excel
- **Marketing & Web Analytics:** Google Analytics (GA4), GA4 Implementation, Google Tag Manager, SEO, SEMrush, Social Listening, Emplifi, Sprout, Hootsuite
- **User Behavior Analysis:** Attribution Modeling, Funnel & Path Exploration, Key Event Analysis
- **Campaign & Performance Analytics:** Social & Email KPIs, Market Research, Benchmarking
- **Digital Strategy & Optimization:** A/B Testing, Conversion Rate Optimization (CRO)
- **Reporting & Automation:** Process Documentation, Dashboard Development, Data Visualization

PROFESSIONAL EXPERIENCE

Marketing & Analytics Manager

Anachronist Wellness, Paradise Island, The Bahamas | June 2025 – Present

- Implemented GA4 tracking and event tagging to analyze website performance, user behavior, and campaign outcomes.
- Optimized website structure and digital touchpoints to improve client engagement and lead conversion.
- Designed and approved digital content strategy, aligning social media captions, creative design, and branding with growth objectives.
- Delivered analytics-backed insights to inform event planning, outreach initiatives, and partnership opportunities abroad.
- Trained operations personnel and supported process improvements to ensure efficient client service and reporting consistency.

Senior Digital Specialist, Strategic Analytics

G&S Business Communications, Raleigh, NC | April 2024 – June 2025

- **Implemented onboarding and training** for new analysts, strengthening cross-team analytics alignment.
 - Developed **client-facing analytics solutions and data narratives**, influencing executive decision-making and revenue growth.
 - Created **benchmark roadmaps, GA4-aligned KPIs, and attribution models** to optimize campaign performance and digital journeys.
 - Revamped Looker Studio dashboards and designed automated reporting workflows, **reducing manual effort by 47%**.
 - Combined **social listening and competitive benchmarking into audience intelligence reports to guide brand positioning**.
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- Collaborated with strategy, digital, and creative teams to translate insights into actionable optimizations.
- Supported digital strategy and analytics across clients **agribusiness, advanced manufacturing, energy, healthcare, landscaping, and professional services.**

Audience Intelligence Specialist

G&S Business Communications, Raleigh, NC | July 2022 – March 2024

- Delivered **actionable insights for web, email, and social media reports**, supporting ongoing campaign performance tracking.
- Led **GA4 migration and data continuity strategies**, ensuring accurate event tracking and reporting infrastructure.
- Built early-stage dashboards using **Python, RegEx, and Looker Studio** to enhance segmentation and ensure reporting accuracy.
- Established **early benchmarks and campaign KPIs** that informed client marketing strategies.
- Conducted **market and competitor research** to support digital content planning and channel investment.
- Supported **strategic reporting by presenting optimization insights to account teams and client managers.**

Marketing Intern

Marshall Duke Consulting | July 2020 – August 2020

- Launched online content, boosting engagement and audience interaction.
- Developed a blueprint for workshop events, enhancing the company's training offerings.

EDUCATION

Hult International Business School, Boston, MA

- **MSc in Business Analytics** (May 2022)
- **MSc in International Marketing** (Aug. 2021) | **Distinction** | Dean's List (2 semesters)
- **Relevant coursework:** Predictive Analytics, Digital Marketing Strategies, Data Visualization Techniques

Liberty University, Lynchburg, VA

- **BBA in Digital Marketing & Advertising** (May 2020) | Minor: Sports Management

CERTIFICATIONS & TRAINING

- **Google Analytics 4 Individual Certification** (Google, 2024)
 - **Google Ads Display Certification** (Google, 2024)
 - **Adobe Analytics Essential Training** (LinkedIn, 2024)
 - **Google Tag Manager** (LinkedIn Learning, 2023)
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- **Data Analytics for Business Professionals** (IIBA, 2023)
- **Python for Marketing** (LinkedIn Learning, 2023)

PROJECTS & COMMUNITY INVOLVEMENT

- **Regression Modeling for Healthcare:** Built a predictive model for birth weight analysis, achieving **0.7203 OLS test score**.
- **Nike Dashboard Analysis:** Developed a **dashboard tracking revenue, sales demographics, and retail store performance**.
- **Business Strategy Hackathon (Boston, MA, 2022):** Proposed a **\$6B+ revenue expansion strategy** for PharmaCo using predictive modeling.