

Alliyah Thompson

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

PROFESSIONAL SUMMARY

Data & Marketing Analytics Professional skilled in web analytics, user behavior insights, and strategic digital marketing. Experienced in attribution modeling, GA4, Looker Studio, and dashboard reporting to drive data-driven decisions. Passionate about optimizing digital experiences and uncovering trends to improve marketing effectiveness.

SKILLS & EXPERTISE

- **Data Analytics & Visualization:** Python, R, SQL, Tableau, Looker Studio, Microsoft Excel
- **Marketing & Web Analytics:** Google Analytics (GA4), 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

PROFESSIONAL EXPERIENCE

Senior Digital Specialist, Strategic Analytics

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

- Developed and executed an **annual benchmark roadmap**, updating calculations in alignment with GA4 and email KPIs.
- **Analyzed survey data** to understand user behavior, trends, and results.
- Conducted **user behavior analysis** using attribution modeling and funnel exploration to optimize a digital magazine.
- Created **social listening reports** to track brand sentiment and industry conversations.
- Enhanced **Looker Studio dashboards** to track and analyze user interaction metrics.
- Developed **attribution models** to assess campaign performance and customer journey insights.
- Designed and implemented **automated reporting solutions** to reduce manual effort by 30%.
- Collaborated with **cross-functional teams** to optimize digital strategies based on analytical insights.
- Creating new products to service clients through innovative analytics products, increasing revenue.

Audience Intelligence Specialist

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

- Provided **data-driven insights** for web, email, and social media performance reports.
 - Led **GA4 transition strategies**, ensuring smooth migrations and uninterrupted data tracking.
 - Created **custom dashboards** using Python, RegEx, and Looker Studio to enhance reporting accuracy.
 - Standardized benchmarks and KPIs for evaluating campaign performance.
 - Conducted **competitor benchmarking** to identify industry trends and areas for improvement.
 - Utilized **SQL queries** to extract and analyze large datasets for actionable insights.
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- Presented data-driven recommendations to **internal and external stakeholders** for campaign optimization.

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)

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)
- **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.