Nataly Periel

Marketing Data Analyst, Reporting Analyst, Digital Marketing Manager, Web Marketing Manager, SEO Specialist, Paid Search Specialist, SMM Specialist, Product Owner

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EXPERIENCE

[Vegetariers Bond](#), Amsterdam

Marketing Data Analyst, Reporting Analyst, Digital Marketing Manager, Web Marketing Manager, SEO Specialist

Nov 2022 - Present

- Optimizing the website based on SEO best practices
- Analysing TV Paid Campaigns, drawing the conclusions and next steps
- Extracting data, compiling reports, creating/optimizing processes for web data management and data analysis
- Analysing growth and creating strategy for SMM
- Creating dashboards to track traffic acquisition, keyword rankings, etc.
- Launching and optimazing paid campaigns from scratch (Google, Facebook, Instagram Ads)
- Launching lead generation campaigns from scratch
- Setting up Google Analytics 4 and Google Optimize
- Initiating several experiments for A/B testing in Google Optimize for better UX
- Esteblishing connnection between Mailchimp and website
- Creating customer journey in Mailchimp
- Creating forms for the website/new paid campaings in Gravity forms WP plug-in

[Orange Bird Marketing Agency](#), Amsterdam (remote)

Marketing Data Analyst, SEO Specialist, Paid Search Specialist, Product Owner, Reporting Analyst, Digital Marketing Manager, Web Marketing Manager

Dec 2019 - Dec 2022

- Ad-hoc and regular performance analysis, sales reporting, key trends, budget tracking, product/project recommendations etc.

- Brand and Project Performance KPIs
- Maintaining and processing all the existed data for the data-driven decisions
- Converting data into storytelling
- Working and analyzing data from all the platforms (Facebook, Linkedin, Google Ads, Google Analytics, Google Search Console, Google Trends, Capterra, HubSpot etc)
- Launching paid campaigns from scratch (Google, LinkedIn, Capterra, GetApp, Software Advice and others)
- Launching lead generation campaigns from scratch
- Creating paid search strategy and managing paid campaigns
- Analyzing results and optimizing paid campaigns based on the set of KPIs
- Enabling retargeting for Google and LinkedIn Ads
- Identifying new opportunities and trends to improve and optimize the customer journey
- Collaborating with different teams about performance, trends and opportunities
- Cooperating with internal and external stakeholders
- Working close with the Sales team on the leads from different channels
- Integration of CRM (HubSpot) into the lead generation process from scratch
- Creating website forms, marketing letters (personal and general), automation of actions (booking demo call, etc.) through CRM (HubSpot)
- Implementing Google's latest updates (Beta's) as Server Side GTM Container, Google Consent Mode, Google Analytics 4, Data-driven attribution for Google Analytics and Google Ads and others
- A/B testing via Google Optimize vor better UX
- Optimizing the website based on SEO best practices
- Ensuring that website contains relevant products and content
- Bringing ideas on how to improve the website and project

[Vegetariers Bond](#), Amsterdam

Digital Data Analyst, SEO Specialist

Sep 2019 - Jun 2020

- Data side collection and launching promo campaigns "Lekker Vega Pop-Up Store " (Utrecht, six days, ~ 5.000 visitors) and "VeggieWorld" (Utrecht, two days, ~ 7.600 visitors)
- Deep analysis with conclusions and suggestions for the website optimizations
- Clarifying buying persona and target market
- Creating a weekly report with Google Analytics metrics, measurements on social networks (Facebook, Instagram, Youtube), and Google Trends
- Preparation of data-based decisions and recommendations for updating the website,

positioning the Product
- SMM for Instagram Account

SKILLS

- Google Tag Manager, Google Search Console, Data Studio from Google, Google Optimize
- Google Analytics experienced user (both Universal and Google Analytics 4)
- Excel, Powerpoint experienced user
- Launching Paid Campaigns from scratch
- Ad platforms: Google, Facebook, LinkedIn, Gartner and others
- SalesForce CRM, HubSpot CRM experienced user
- Mailchimp experienced user
- SQL, SAS, Tableau
- Familiar to R Language
- SEO best practices
- SEO & Web analytics tools (Ahrefs, SemRush, etc.)
- Agile methodology, stakeholder management
- 2 years of experience with Product Ownership and Product Management
- Analyzing complex, high-volume sets of data
- Telling story but not data
- Fast learner, ability to work alone and in a team
- Analytical mind, attention to details and accuracy
- Up-to-date with the latest trends and best practices in digital marketing (Google and others)
- Result oriented and self-motivated
- Work experience in Marketing (since 2007): Retail, Distribution, Household and Digital

ACHIEVEMENTS

- [Google Analytics Individual Qualification](#)
- [Google Ads Search Certification](#)
- [LinkedIn Marketing Solutions Fundamentals](#)
- [LinkedIn Marketing Strategy](#)
- [Advanced Google Analytics](#)
- [Digital Analytics for Marketing Professionals: Marketing Analytics in Theory and Practice](#)
- [Getting Started with SAS® Programming](#)

- [R Programming](#)
- [The Data Scientist's Toolbox](#)
- [Data Visualization and Communication with Tableau](#)
- [5 Course Certificates and 1 Capstone Project: Excel to MySQL: Analytic Techniques for Business](#)
- Certified Xebia Product Owner

EDUCATION

National Metallurgical Academy, Ukraine — *Master's Degree*

Sep 2002 - Jul 2007

Technological processes in metallurgical production

LANGUAGES

English, Dutch, Russian, Ukrainian