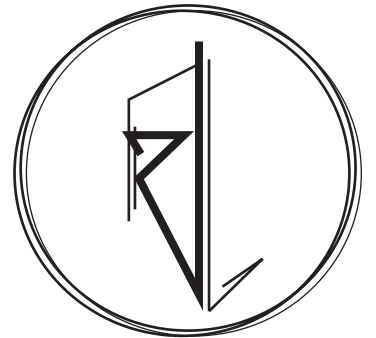


Rafael López
Technical Digital Marketing
Analytics + Web Dev

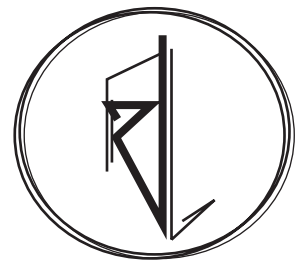


I am a marketer and developer based in Brooklyn, NY. I grew up surfing and skating on the tropical paradise that is the Caribbean and spend my time focused on digital analytics and web development.

I'm interested in data quality, analytics implementation, tool configuration, writing JavaScript and debugging to enable accurate data driven decision making. Experienced agency side mostly within the creative industries, with non and for-profit arts and culture institutions as well as with Fortune 100 companies like Google and ExxonMobil.

My work has focused on increasing sales and online visibility with a combination of analytics, customer data analysis, SEO, search/social/display ads, and conversion optimization strategies but transitioned to an implementation role due to my combined passion for analytics and web development.

Rafael López



Technical Digital Marketing + Analytics + Web Dev
DAA Member & NYC Chapter Leader (Digital Analytics Association)

RAFAELOPEZ.COM | 917-960-5076 | info@rafaelopez.com

PROFESSIONAL EXPERIENCE

Dev projects: rafaelopez.com/cv

Huge

Jan 2019- Present

Senior Technical Analyst

-Focused on digital analytics implementation. I write tracking plans, measurement specs and dataLayer objects. I set event tracking, configure analytics tools, perform debugging and QA. I use JavaScript for digital analytics, GA and GTM management.

Current and/or previous accounts:

- Google (multiple tracks)
- Android
- ExxonMobil
- Dolby

LaPlaca Cohen

Oct 2016- Dec 2018

Digital Media Analyst

-SEM/SEO/Paid Social/Programmatic audits, planning, optimization, analytics & reporting. Responsible for constantly bringing ROI above 250%.

Accounts:

- The New York Botanical Garden
- The Metropolitan Museum of Art (The Met)
- The New York Historical Society
- The Met Breuer
- The Museum of the City of New York
- The Brooklyn Museum
- The Philadelphia Museum of Art

Nolte

Apr 2016- Oct 2016

Marketing Manager

- Strategic planning, implementation, management and measurement of digital marketing campaigns.
- SEO audits: on/off page and technical optimization.
- Keyword research, competitive analysis and best practice recommendations.
- Paid media: AdWords & AdRoll planning and management.
- A/B testing.
- Collaboration with the web development team for the quick handling of technical issues.

Accounts:

- MassAppeal
- Modern Spaces Real Estate

EDUCATION

Flatiron School

Jun 2018 - Present

Full-stack Web Dev

NY Code + Design

Mar-Jun 2018

Front End Web Dev

Pratt Institute

Aug 2013-May 2015

Arts & Cultural Management
Master of Professional Studies

General Assembly

Jan-Mar 2016

Digital Marketing Program

Larry Buchanan/NY Times

Apr 2015

HTML/CSS workshop

SKILLS

Digital Analytics
SEO & SEM
Facebook ads
Google Tag Manager
Google Data Studio
Salesforce, Jira, Sizmek
Adobe Creative Suite
HTML/CSS/JS/Ruby/Git/SQL
Rails/Python/Flask/Redux/React
English & Spanish

CERTIFICATIONS

GA (Google)
GTM (Google & MeasureSchool)
Advanced GA (Bounteous)
Advanced AdWords (Bounteous)
Google Data Studio (Bounteous)
Digital Analytics (CXL Institute)
Advanced GTM (CXL Institute/Simo Ahava)
Data Analysis w Excel (SpringBoard)
GCP Fundamentals (Google Cloud)

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