

# Liz Nichols

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Austin, TX

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## SKILLS AND CAPABILITIES

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- Skills:
  - **Web Analytics Platforms** – Adobe Analytics, Google Analytics (GAIQ certified)
  - **Tag Management** – Adobe Launch, Google Tag Manager, Tealium
  - **Web Development** – Data layer design, JavaScript, jQuery, RegEx, HTML/CSS, DevTools debugging
  - **A/B Testing** – Adobe Target, Google Optimize, VMO
  - **Data Management** – Advanced Excel/Google Sheets, BigQuery
  - **Data Visualization** – Google Data Studio, Power BI, Tableau
  - **Programming** – R, Python, SQL
- Summary of capabilities:
  - Technical project management
  - Enterprise ecommerce optimization
  - Define KPIs and tagging architecture
  - Solution design reference documentation
  - Audit for best practices
  - Cookie compliance implementation
  - JavaScript tags, variables, custom pixels
  - UTM/query string tagging for campaigns
  - Custom, branded data visualization dashboards
  - Large-scale training and presenting

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## PROFESSIONAL EXPERIENCE

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### **Manager, eCommerce Analytics and Performance, VMware, Austin, TX** **September 2020 — Present**

- **Product owner for ecommerce analytics** supporting VMware's B2C focused virtualization software solutions
- Create **long-term strategy** for user journey data collection and analysis
- Collaborate with in-house and external support for tagging, reporting and optimization

### **Web Data Marketing Analyst, Insight Enterprises, Tempe, AZ** **October 2018 — September 2020**

- **Individual contributor, in-house expert** for **Adobe Analytics + Adobe Launch** and **GA 360 + GTM**, support global marketing teams and web strategy for site with 1.5M monthly visitors
- **SME for global ecommerce tracking maintenance and reporting**, annual global web revenue >\$1B
- **Lead enterprise implementation of Adobe Analytics and Adobe Launch** for insight.com and all subdomains: scoped business requirements, directed IT resources and created documentation
- Create **tagging strategy, reporting for main site analytics and campaign conversion measurement** to satisfy cross-functional business requirements (Marketing Analytics, BI, SEO, Content, UX/Design)
- Train teammates one-on-one and **present engaging, comprehensive training to marketing department** teaching web analytics best practices for both Google Analytics and Adobe Analytics

### **Web Analytics Consultant, Remote** **December 2018 — Present**

- Independent **consulting and agency contract work**
- Post **thought leadership blog content** on personal website, liznic.com

### **Analytics Associate, Tallwave, Scottsdale, AZ** **November 2017 — October 2018**

- Scope, design and implement **custom tagging solutions to capture and analyze web user behavior data**
- Collaborate with SEO, Paid Media, Research and Design teams to **report holistic view of performance**, consult clients on UX/UI recommendations or content changes to improve KPIs

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## EDUCATION

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**University of California, Berkeley** **Expected Graduation 2022**  
Master of Information and Data Science

**Arizona State University, Barrett, the Honors College, cum laude**  
Bachelor of Science, Economics  
Bachelor of Arts, Journalism and Mass Communication  
Minors: Mathematics, Spanish