

Curriculum Vitae

Arnaud van der Bie

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Resume



EXPERIENCE

Jan 2018 - Present

Tele2

Technical webanalist

Tag Management migration from Innometric to Google Tag management. Collaborating with stakeholders, third-parties, development and analysts to setup a whole new online data structure.

Dec 2017 - Jan 2018

Gall & Gall

Tech support

Supporting the inhouse web analyst in some technical know how of Google Analytics and Google Tag manager. Expanding enhanced ecommerce and writing measurement plans for developers.

Sep 2018 - Present

P-Direkt

Technical webanalist and SEO

Setting up Tag management for the job sites of the government and advising on the technical aspects of Search Engine Optimization.

Apr 2017 - Aug 2018

Aegon

Technical webanalist

Web Analytics migration from Adobe Analytics to Google Analytics using Tealium. Collaborating with stakeholders, third-parties, development and mostly the analysts to setup a whole new online data structure. Educating Web Analysts in Google Analytics and Developers on Tag maintenance.

Nov 2016 – Mar 2017

Sanoma

Online Marketing & Sales Analyst

Interim assignment, until the roll could be filled long term.

Assisting marketeers, sales and management in their daily, weekly, monthly and yearly data insights. Building Excel reports and maintaining Tag Management and reports. Some optimizations made, mainly maintaining the day-to-day.

Jul 2013 – Jun 2016

ANWB

Senior webanalist

Taking care of measuring, monitoring, reporting and advising online consumer behavior on the ANWB E-Commerce domains (Webshop, Roadside Assistance, Credit Cards and Travel). Setting up a whole new online data structure. Making steps in an data-driven organisation. Hiring and training junior analysts.

Jul 2015 – Sep 2016

Feenstra

Senior webanalist

Implementation of Google Tag manager with oa. Google Analytics incl. enhanced eCommerce. Dashboard design in Google Sheets for KPIs and targets. Setting up a whole new online data structure for a growing team. Supporting marketeers and sales managers with their daily data insights.

May 2010 – May 2013

Prisma IT

Web analytics consultant

For a range of different companies ranging from MKB to Multinationals. Tasks and responsibilities included: - Implementations & Configurations web statistics packages - Develop MS Excel dashboards based on KPIs - Providing Google Analytics & Webtrends training



EDUCATION

2005 - 2009

University

Rotterdam

Bachelor's Degree in Logistics & Economics

My Skills



ANALYTICS

Google Analytics



Google Tag Manager



Tealium



Webtrends



ComScore



Adobe



LANGUAGE

Dutch

Native

English

Fluent



CODING

JavaScript



Visual Basic



HTML



CSS



mySQL



jQuery



DATAVISUALISATION

Google dataStudio



MS Excel



Klipfolio



PowerBI



Geckoboard



OVERIG

MS Excel (level Guru)



Scrum / Agile



Datavisualisatie



Reguliere Expressies



Optimizely

