

# Chloe Hogenson

Data Analyst

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Analytical problem solver with expertise in SQL, Excel, Python, and Tableau. Passionate about turning complex data into actionable insights, I thrive in both collaborative and independent settings. Seeking a data analyst role to drive informed decision-making and business growth.

## Work Experience

### Marketing Analytics Assistant

Feb 2024 - Oct 2024

*Indeed*

- Develop data-driven presentations on Google Analytics 4 for marketers, translating complex topics into practical application and aligning platform capabilities with business objectives to improve data literacy and workflow efficiency.
- Analyze tracking mechanisms and external factors impacting GA4 data quality, ensuring data integrity for informed decision-making.
- Audit and document active tags in Google Tag Manager (GTM), optimizing tracking accuracy and maintaining comprehensive records for streamlined data audits.
- Design custom analytical solutions via Jira requests, resolving data anomalies and applying advanced filters for actionable insights.
- Expand and optimize the Confluence knowledge base, doubling resources to enhance data utilization and platform adoption across teams.

### Project Intern

Aug 2022 - May 2023

*Willis L Jones Leadership Center | Madison*

- Coordinated cross-divisional efforts to develop and implement 10 leadership experiences annually, impacting 500 students
- Led engaging leadership workshops each semester, with 100 UW-Madison students per session, maintaining a consistent 90% satisfaction rate
- Conceptualized and organized the annual Emerging Leaders Retreat, attracting 30 students and achieving a 20% increase in attendance compared to years previous

## Education

### University of Wisconsin

Sep 2019 - May 2023

**Bachelor of Science** Consumer Behavior and Marketplace Studies

## Certificates

### Fundamentals of SQL

*Dataquest*

# Data Analyst in Python

*Dataquest*