

Antonio Nino – Data Analyst | SEO | Conversion Rate Optimization - CRO | Web Analytics Specialist | Reporting | Python | BigQuery | GA4 | GTM

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THE BOTTOM LINE

Assertive, problem solver, and data-driven Digital Marketing professional who leverages expert knowledge, strong analytical skills, public relations, and industry experience to deliver strategic initiatives to improve organizations' relevance and digital business processes substantially. Highly skilled in analyzing data and optimizing digital assets to track and measure user experience through the product conversion funnel in web and mobile applications, to achieve metrics and targeted KPIs. An innovative data storyteller and C-Level communicator, capable of leading impactful, data-driven marketing transformations within cross-functional teams.

HIGHLIGHTS

- Headed the SEO audit of a top bank's primary website and led meetings with senior executives to obtain their endorsement for the initiative. Secured funding to replace the current website by 2024.
- For a top bank, I directed the SEO strategy implementation for personal banking products, leading to over 30% growth in monthly organic traffic and better visibility for over 45 products, and I convinced the executives of the need to prioritize SEO. Directed the technical enhancements, including metadata optimization, website architecture improvement, URL restructuring and organic KPIs.
- Developed a comprehensive tagging strategy for a mobile app on iOS and Android platforms. The strategy comprised more than 15,000 interactions and an adaptable data layer to capture variable data. I rectified and precisely tagged incomplete and irrelevant tags. The analyzed user data resulted in an 88% success rate for Android and 74% for iOS, which set the foundation for improved paid and organic campaigns.
- I conducted a multivariate A/B test on three pages with variations in images, audience messaging, main URLs, and CTAs. As a result, we identified which audience was interested in one of our investment products to drive the paid campaigns.
- Introduced direct queries to Google Data Studio to enhance the loading speed for Google Analytics historical data visualization that was saved in Big Query. This led to more efficient report updates, better data comparison with past trends, and more effective analysis, and helped make better strategic decisions with a broader scope.

CORE COMPETENCIES

- **Strategic Management:** +11 years of experience in SEO and Digital Marketing analytics, two regional accounts managed in the LATAM market, +25 brands managed where some of them are worldwide well-known, knowledge in diverse fields like (banking, automotive, education, health, retail, insurance, technology, non-profit among others)
- **Change Management:** Complex / Critical Change and Conflict Facilitation to ensure end-user adoption.
- **Deep Expertise:** Licensed & certified in Basic Python, Practical SQL course, Business analysis for data science, descriptive statistics, REGEX, Technical SEO, E-commerce, Cloud Analytical systems, Machine Learning Foundations, Data analysis and visualization with Python, Google Analytics for Power Users, Data Studio, Google Analytics IQ, GTM fundamentals.
- **Consulting Expertise:** P&G (Regional Account), GlaxoSmithKline (Regional Account), Honda motorcycles, Mazda, Nestlé, British American Tobacco, Microsoft, Grupo Bolívar Davivienda, QBE and more.
- **Methodologies:** Agile Methodology.
- **Tools:** Trello, Asana, Google Analytics, Google Data Studio, Google Search Console, Google Keyword Planner, Google Optimize, Firebase, SEMrush, MOZ, Ahrefs, Oracle Bluekai DMP, AppsFlyer, Google BigQuery, SQL, Python, WordPress, Excel, Google Sheets, Word, PowerPoint.

WORK EXPERIENCE

Senior Digital Front-End Analyst | Conestoga College, Kitchener, ON, Canada

July 2023 – Today

- I'm spearheading the implementation of a comprehensive user journey tracking system for prospective college students, enhancing data-driven decision-making processes.
- Demonstrated proficiency in querying and analyzing large datasets using Google BigQuery, delivering actionable insights for targeted student engagement strategies.
- Collaborated closely with cross-functional teams to align data analytics efforts with overall business objectives, driving improved conversion rates and student acquisition.
- Led the deployment of advanced cross-domain tracking techniques to monitor prospective student journeys across multiple Ontario college websites, ensuring seamless user experience and data cohesion.
- Expertly utilized SQL, Google Analytics 4 (GA4), and BigQuery (BQ) to extract, analyze, and report on cross-domain user data, delivering insights that drove substantial improvements in enrollment rates.

Independent Consultant | www.antonionino.com, Mississauga, Ontario, Canada

September 2022 – Present

- I **optimized the SEO strategies, performed web analytics regularly, and provided content advice for some medium-sized businesses.** As a result, they have seen an **increase in website leads of up to 4%**. Additionally, their **organic click-through rate (CTR) for specific niche keywords has improved by approximately 22%**. Furthermore, the businesses have experienced an **increase in website traffic of close to 15%**.

SEO & Digital Marketing Analyst | Publicis Groupe, Bogota, Colombia

September 2018 – July 2022

Davivienda was my client, the third largest bank and one of Colombia's five most valuable brands, with about 680 branches, 2700 ATMs and +17.200 employees.

DaviPlata is the leading digital wallet product in Colombia, which, as of the end of 2021, registered more than 13 million users, 1.3 billion transactions, and around 34 trillion Colombian pesos moved. This brand is a sub-brand from Davivienda's bank and was also my client.

- **Headed the SEO audit** for Davivienda's main website. Led the meetings and conversations with executives who approved the **budget to migrate the current website to a new one in 2024.**
- Led the **SEO strategy** for Davivienda's main page for personal banking products, **resulting in a more than 30% increase in monthly organic traffic and improved visibility of more than 45 products.** Made technical improvements such as optimizing metadata, improving website architecture, and restructuring URLs. Efforts were well received by the bank's technology and marketing managers, who approved the creation of a new website designed specifically for SEO.
- Established **clients' trust** by providing transparent, proactive, and high-quality service, **resulting in new business opportunities** such as creating content for SEO, automating monthly reports, and hiring a junior SEO analyst. Responded promptly to questions, and concerns and provided valuable recommendations. Increased new business and established a strong pipeline of potential clients by fostering strong relationships and consistently delivering value. Developed a reputation as a trusted and reliable partner through effective communication, problem-solving skills, and a results-driven approach.
- Conducted a **content audit** on a client's blog to determine why it was not generating traffic. Identified that the content was outdated and lacked SEO optimization and proper keyword usage. Developed a **content marketing strategy and conducted keyword research, resulting in the sale of 12 web articles worth 25,000 CAD.**

- I generated a **tagging plan for a mobile application on iOS and Android platforms**. The plan included over 15,000 interactions and a dynamic data layer to capture variable data. I addressed incomplete and irrelevant tags that had been previously implemented and accurately tagged all interactions. **As a result, I achieved 88% tagging on Android and 74% on iOS**, providing valuable insights and data into user behaviour that will be helpful for future improvements in both paid and organic campaigns.
- **Implemented direct queries in Google Data Studio to improve the loading process for historical data visualization in Google Analytics stored in Big Query**. This allowed for reports to be updated more efficiently, compare data better with historical trends, perform more effective analysis, and make strategic decisions with a wide range.

SEO Manager | Wunderman Thompson, Bogota, Colombia
 March 2016 – August 2018

- **Corrected an incorrect implementation of rich snippets** on a client's webpage by a third-party SEO technical supplier in London, which resulted in a Google penalty, causing the page to experience a loss of traffic for about four months. With the help of Google and the development team, we identified and addressed the technical issues that caused the penalty and loss of traffic. **We successfully repositioned the page and regained the lost traffic through our efforts.**
- By self-initiative, **improved the report generation process efficiency, transitioning between PowerPoint reporting to automated reports in Google Data Studio**. It enabled our clients to review their campaign results **almost in real-time** and allowed us to provide more accurate, updated, and visually appealing information from different data sources.

SEO Executive | Mediacom Miami, Bogota,
 February 2015 – March 2016

- **Formulated a strategy based on long-tail keywords to expand the client's audience**, boost their organic traffic, and enhance their online presence in the competitive landscape. After conducting thorough keyword research and implementing it across all digital assets, we **achieved a 19% increase in organic traffic**. **Furthermore, the click-through rates for the product pages rose by approximately 4%**, enabling the brand to compete with keywords they had not previously targeted or planned to rank for.
- Managed an **international SEO strategy** for a client in various Latin American countries by selecting a website structure separating countries into subdirectories on the same domain. **As a result, there was a visibility improvement of over 15% for the pages of different countries and generating localized audiences in each country.**

Web Designer | P&M Colombia, Bogotá, Colombia
 February 2011 – January 2015

- **Managed the development of a mobile application** for property sales, leading the team through a year of graphic and technological development. The resulting application **generated over 1,500 downloads and retained over 100 users after one month**, showcasing my strong leadership and management skills.

EDUCATION

- **Universidad Nacional de Colombia** – Machine learning and data science program training.
 Sept – Nov 2018 - Bogotá, Colombia
- **Universidad Jorge Tadeo Lozano** – bachelor's degree in industrial design.
 Jan 2003 – Aug 2009, Bogotá, Colombia

REFERENCES AVAILABLE UPON REQUEST