

Ari Meier

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arimeier-portfolios.com

Technical Skills

- **Languages & Tools:** SQL, Advanced Excel (pivot tables, VLOOKUP, formulas), Tableau, Google Analytics, Google Tag Manager, R
 - **Techniques:** Regression Analysis, Business Process Optimization, Stakeholder Collaboration, Hypothesis Testing, Data Cleaning, Visualization, Data Storytelling, Predictive Modeling
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Professional Experience

Cox Automotive — *SEO Analyst*

Remote | Jun 2021 – Present

- Analyzed large datasets using Google Analytics and internal tools to identify SEO trends and performance opportunities.
- Conducted technical SEO audits, joined monthly performance calls with clients to review analytics, and collaborated cross-functionally to implement data-driven improvements.
- Developed reports that increased visibility into organic performance and user engagement.

Cox Communications (via Cox Gigs) — *Data Validation Contractor*

Remote | Sep 2024 – Nov 2024

- Performed deep-dive data audits to detect pricing and billing inconsistencies.
- Partnered with finance and operations teams to resolve errors, contributing to improved revenue assurance.

Force Marketing — *SEO Strategist*

Atlanta, GA | Jun 2018 – May 2021

- Analyzed traffic and behavior data across 100+ dealership websites using Excel and Google Analytics; presented findings during monthly client performance calls to provide insights and guide strategic decisions.
- Increased organic traffic by over 200,000 users, contributing to a 16% YoY growth.

- Designed performance dashboards and implemented GTM improvements to enhance conversion tracking.

PEMCO Limited — Marketing Analyst
Atlanta, GA | Jan 2014 – Jan 2018

- Tracked SEO and social media metrics and built performance reports using Excel and Google Analytics.
 - Led a content optimization initiative that drove a 2,200% increase in website traffic.
 - Provided insights that influenced content strategy and audience targeting.
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Projects

Housing Price Optimization

- Built multiple regression models—including interaction and quadratic terms—to predict house prices and recommend ideal pricing strategies.
- Tools: R

Heart Disease Risk Prediction

- Developed logistic regression and random forest models in R to identify heart disease risk factors. Applied data cleaning, feature engineering, and model evaluation techniques to improve predictive accuracy.
 - Tools: R
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Education

Southern New Hampshire University
Bachelor of Science in Data Analytics
Graduated 2024