



# Dragos Dragusin

Digital analyst, blog writer and trainer



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[analyticscourse.blog/](https://analyticscourse.blog/)



## Work experience



## About me

Nov. 2017 - Present

### Digital Analyst

London.

At Macmillan Cancer Support

Macmillan Cancer Support is one of the leading charities in the UK. It works to be present for people with a cancer diagnosis and their families.

Main responsibilities:

Managing Google Analytics properties for stakeholders:

Customize data collection, reporting, analysis and Google Data Studio dashboards  
GTM setup and reconfiguration based on site architecture and content.

I am focused on data-driven ideas and actions to improve conversion rates: data analysis, insights from user & customer research, studies, landing page variations and working with A/B testing tools.

On my free time I like to read about data visualization, UX research, PPC and CRO.

June 2015 - Oct. 2017

### Conversion Consultant

London and Bucharest

At Reincubate

Reincubate builds iOS and app data recovery technology.

The company was founded in 2008 and was first to market with iOS backup extraction technology.

Main responsibilities and achievements

**Google Analytics:** - Created weekly and daily reports for all marketing KPIs

- Improved the data quality (event tracking, excluded internal traffic, cross-domain tracking, accurate revenue reporting, custom metrics, scroll tracking, campaign tracking and other)

- Migrated from using Excel manual reporting to automatic reporting with Google Data studio custom dashboards for stakeholders

- Provided insights on how core KPIs impacted business metrics

- Created custom reports and custom segments.

- Google Sheets/Excel data analysis with statistical and historical context.

- Flagged critical events and variations in KPIs, and took action to reduce negative impact on sales

- **Conversion Research:**

-- Heatmaps and user session recordings analysis to clarify the journey of visitors through the website and identify what wards them off.

-- User testing, competitive analysis and online surveys.

- User journey mapping to understand where improvements can be

- In-app screens and website pages variations.

- Performed and ran several A/B tests to increase conversion rate

- **SEO:** helped with content improvements to generate more targeted traffic.

- **Adwords** campaigns management:

Managed to increase the number of conversions under the target CPA.



## Main Skills

Web analytics ●●●●●

A/B testing ●●●●●

User testing/research ●●●●●

PPC ●●●●●

SEO ●●●●●

Keyword research ●●●●●

Competitive analysis ●●●●●

Google Analytics / Matomo ●●●●●

Google Data Studio ●●●●●

Google Tag Manager ●●●●●

VWO / Omniconvert ●●●●●

Adwords ●●●●●

Usabilityhub.com ●●●●●

SessionCam / Inspectlet ●●●●●

Qualaroo ●●●●●

Photoshop ●●●●●

HTML / CSS ●●●●●

Tableau / PowerBI ●●●●●

Excel / Google Sheets ●●●●●

2013 November  
Present

### Google Analytics trainer

Bucharest, Romania,

[www.rezistent-online.ro](http://www.rezistent-online.ro)

The company provides offline and online courses on online marketing since 2012.

The Google Analytics Course that I created helps people to set-up the tool and start a web analysis about site traffic and user behavior from basics.

The course also covers the benefits of using the advanced features.

I present real-world analysis techniques that can be used to different websites to measure the marketing campaigns, website changes impact or to understand the visitors and customer behavior.

- June 2014  
June 2015
- **Conversion Consultant** ♥ Bucharest, Romania,  
At Omniconvert  
Omniconvert is a growth marketing platform for conversion rate optimization.  
Main responsibilities and achievements:
    - Building conversion optimization strategy for the agency clients.
    - Web Analytics full audits, monitoring and reporting.
    - Conversion research: User testing, Online surveys, User session analysis, Competitive analysis.
    - A/B testing based on research.
    - Generated winning A/B experiments that reached statistical significanceExamples here: [analyticscourse.blog/case-studies/](https://analyticscourse.blog/case-studies/)
    - Adwords campaigns management. Managed to generate the conversions based on the target CPA and budget.

- Oct. 2008  
Aug. 2013
- **Graphic editor & Online marketing consultant** ♥ Bucharest, Romania,  
At Web Future Solutions  
The company provides different online services like: building web sites, online marketing & photo retouching.  
Main responsibilities and achievements:
    - Developing, monitoring & reporting online marketing KPI's ;
    - SEO consultancy, audits, recommendations for clients in the company portfolio and on-page content improvements.
    - Competitive analysis.
    - Retouched fashion pictures for international clients like: ninewest.com, rachelroy.com, annklein.com, stevemadden.com.

## Education

- 2017
- **Conversion Certified Optimizer** ♥ Online  
At ConversionXL Institute  
Completed the online training and passed the final exam on conversion optimization, user experience and digital analytics.  
  
Finished also the courses from the Google Analytics Academy (beginners and advanced).  
GAIQ - Google Analytics individual qualification certification
- 2007  
2010
- **Faculty of Commerce - Bachelor's degree** ♥ Bucharest, Romania  
At Academy of Economic Studies (A.S.E. Comert)