**Sam Cox** <https://www.linkedin.com/in/sam-cox2/>

A specialist in Digital Analytics, CRO & ecommerce performance with experience across in house roles and agency.

Available for contract hire in off peak hours until September 2023. Rates are dependant on project.

***Experience***

**Pharmacy2U – Web Analytics Manager – (August 2022 – Present) – Leeds**

* **Technical marketing & GA4 client & server implementations & Big Query migration** – Managed a full **GA4** implementation, connecting different data sources across web and app to build a group level view of cross-brand interaction, including transition to **SQL** reporting for company dashboards utilising **Big Query** and **Tableau**.
* **Analytics & CRO** – Produced monthly “deep dives” on user behaviour across all business verticals and provided recommendations to merchandising, creative and marketing teams for customer journey optimisations.
* **Team training and upskilling on GA4** – Led the marketing transition to GA4 by creating training resources, custom reports for each sub team and developing measurement strategies that minimised disruption to marketing operations.
* **Platform migration** – Led on data collection architecture for a platform migration by planning appropriate dataLayer requirements for key business objectives.

**Iris – Digital Analytics Manager – (July 2021 – August 2022) - London**

* **CRO** – At Iris I am the lead digital analyst for the CRO workstream for Samsung.com ecommerce. This involves production of insight through **Adobe Analytics & Contentsquare** whilst coordinating developers & working with account managers for client delivery.
* **Dashboarding** – Created large dashboard solutions for clients within **tableau**, which incorporated data from many different sources, utilising data joins & cleaning to optimise accuracy and usability of productised dashboards.
* **Digital Analytics Leader** – Pioneering with digital upskilling across the data team through providing 101 sessions around various analytics tools, tagging solutions & the CRO process. This is part of a broader mentoring programme for the junior analysts within the team.
* **Advanced Analytics** – Applied attribution concepts to the customer journey modelling to ascertain user value by linking ecommerce data to the CRM database. Similarly, advancing the process for CRO analytics beyond statistical significance testing, and utilising Contentsquare to analyse customer journey metrics within multi-page experiences.

**PerfectHome – Digital Insights Analyst (March 2021 – July 2021) – Leeds**

* **Google Tag Manager, GA and GA4 implementation (Web & App)** – Enhanced the data collection architecture for the ecommerce website & multiple variations of web apps across sub-domains for perfecthome.co.uk. This involved usage of custom JavaScript variables to implement enhanced ecommerce tracking and a new events suite to map micro-conversions across site, feeding into brand-new web & app KPIs. Additionally, editing all tracking to ensure cookie consent & GDPR compliance.
* **CRO** (In house & agency) – Usage of in-house tools to conduct web testing on content & site structure with the application of statistical modelling to enhance web conversion rates. Also collaborated with the external CRO agency and project managed the development team to deliver long-term implementation of CR enhancements. In the 4 months, weekly average CR% increased by 0.5%.
* **SEO** (in house & agency) – Working with marketing & the development team to improve on & off page SEO using google search console to aid in implantation of structured website code and enhancements in keyword visibility. Additionally, collaborating with the external SEO agency who assisted us on most enhancements.
* **PPC & Paid Social –** Significantly enhanced the quality of data collected and sent through pixel tracking, which included setting up Facebook ads, contributing to the lowering of our average CPC for both PPC & paid social in the short time working on the team.
* **Channel Attribution modelling** – Introduced the concept channel attribution to the business producing analysis to ascertain the true value of marketing channels to optimise effectiveness and to gain a holistic view of the customer funnel and user interactions/touchpoints, assigning value to non-conversion related goals.
* Worked cross functionally to implement a data source in **SQL** to tie together online & offline data across the business to create an overall data model tying together web, CRM & credit risk data to gain a holistic view of the end-to-end process of customer acquisition, retention and customer quality from a credit perspective.

**Arriva Group – UK Bus Commercial & Marketing Graduate (September 2019 – March 2021) – Wakefield**

**Arriva UK Bus** – **Digital Marketing Analyst (February 2020 – March 2021)**

I Provided insights using commercial data analysis & Google Analytics to give insights to the digital transformation and optimisation strategy and leverage online & social assets to optimise eCommerce, SEO, PPC, Display, App Store Optimisation (ASO), Email CTA conversion & Web content performance.

* Created data visualisation dashboards in MS Excel, Google Data Studio and MS Power BI to indicate performance of all website **SEO, CRO and UX**, as well as PPC performance in Google & Bing Ads; Leveraging this data to provide insight for A/B testing to maximise marketing effectiveness.
* Led on marketing analytics & Attribution in **Google Analytics** to determine key revenue generators in the customer journey to inform marketing and investment level decisions to maximise ROI.
* **Content writing** for the launch of a brand-new App and Website in August 2020, which included over 2000 individual pages on site, as well as all content on Apple App Store & Google Play Stores, including promotional videos (working with a creative agency) & creating effective promotional copy.
* **Social Media copy** and asset content creation for scheduled posting to drive maximum engagement and follower growth, using in house created and agency developed social assets.
* Led on delivering **customer service data** to operational teams through an interactive **dashboard** tool created from scratch to identify root cause issues in service delivery, enhancing through the creation of action plans using the data for each respective customer facing department, becoming a key part of the corporate monthly reporting suite.

**Arriva UK Bus – Concessions Development (September 2019 – January 2020)** – Operating within the commercial team, this role included the use of a data warehouse and significant use of automated Excel models to analyse data and lead innovations in data analysis to extract value adding insights while creating the negotiating position and strategy, which were presented to internal and external stakeholders.

**Johnson & Johnson (Janssen-Cilag UK) (June 2017 – July 2018) –– High Wycombe**

Johnson & Johnson is one of the world’s largest healthcare companies. In my role as marketing assistant I was involved in a wide variety of the marketing team’s projects, as well as leading my own, to deliver results in line with the brand strategy to grow and consolidate growth in 2018.

* Created digital and print marketing materials, used in a variety of customer channels to drive our key messages and grow our share of voice on digital platforms, as well as creating and leading on delivery of webpages used on the promotional product website.

**Education**

**Lancaster University – Bachelor of Business Administration, Management (Year in industry) – (Oct 2015 – July 2019)**

The BBA Management degree scheme at Lancaster University Management School is one of the most prestigious Management degrees within the UK, and is level 7 accredited with the Chartered Management Institute (CMI), the only degree in the UK to be so.

**Selby College – September 2013 – June 2015)**

* A-Levels ABB (B)

**Contact**

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