

Michael Howe-Ely

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EXPERIENCE

Data Analyst | Dandelion

Toronto, Ontario | Nov. 2021 – Feb. 2023

- Part of the Data and Analytics team at a Google Marketing Platform Sales Partner.
- Provide ad hoc data analysis and technical support for clients using Google Marketing Platform products.
- Work with clients on Google Analytics 4 implementations, dashboards and data visualizations.

Digital Data Analyst | Loblaw Media

Toronto, Ontario | Feb. 2021 – Nov. 2021

- Reporting Specialist supporting internal Ad Tech team and account managers with reports and visualizations.
- Produce reports for clients bringing together data from DV360, BigQuery, Adobe Analytics and other sources.

Digital Data Analyst | Eyereturn Marketing

Toronto, Ontario | Feb. 2020 – Jan. 2021

- Built custom data visualization solutions for clients to analyze their display, search, and social campaigns.
- Created Tableau dashboards combining data from SQL databases and other data connections.

Global Research Analyst | Projects Abroad

Cape Town, South Africa | Oct. 2016 – Jan. 2020

- Managed digital analytics and market research for one of the world's largest volunteer travel companies.

Market Research Assistant | Projects Abroad

Cape Town, South Africa | Feb. 2015 – Sep. 2016

- Researched SEO, new product opportunities, and marketing optimization for over twenty markets worldwide.

Account Manager | Global Africa Network

Cape Town, South Africa | Aug. 2014 – Jan. 2015

- Liaised with international clients and developed strategies to market their products on B2B online platform.

Marketing Coordinator | MotoMia

Cape Town, South Africa | Nov. 2012 – Jul. 2014

- Planned and launched national advertising campaigns across traditional media and digital channels.

English Teacher | English Programme in Korea (EPIK)

Gwangju, South Korea | Feb. 2010 – Feb. 2012

- Taught English as a foreign language to middle and high school students at two Korean public schools.

EDUCATION

University of Cape Town

- Postgraduate Diploma in Management, Marketing | 2012
- Bachelor of Arts Degree (Honours), Film Studies | 2006 - 2009

TECHNICAL SKILLS

Google Analytics, Looker Studio (Data Studio), Google Tag Manager, BigQuery, Tableau, SQL, Excel.