

Michael Howe-Ely

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SUMMARY

Analytics and Data visualization specialist with many years experience reporting on website traffic and digital marketing campaigns.

EXPERIENCE

Media Analytics Manager | Dentsu

Toronto, Ontario | **Aug. 2023 – Present**

- Dentsu is one of the largest media agencies in the world.
- Focus exclusively on analytics reporting for one of Canada's largest automotive companies.
- Observe, analyze, and report on digital media campaigns and provide recommendations for optimization.
- Build and maintain Tableau dashboards combining Display, Video, Search and Social data.

Data Analyst | Dandelion

Toronto, Ontario | **Nov. 2021 – Feb. 2023**

- Dandelion is a Canadian Google Marketing Platform Sales Partner serving major clients across Canada.
- Provided ad hoc data analysis and technical support for clients using Google Marketing Platform products.
- Worked with clients on Google Analytics 4 implementations, dashboards and data visualizations.
- Built Funnel explorations in GA4 to analyze conversion paths for clients' website visitors.
- Assisted clients in building new data pipelines from GA4 to BigQuery to Looker Studio.

Digital Data Analyst | Loblaw Media

Toronto, Ontario | **Feb. 2021 – Nov. 2021**

- Loblaw Media is the Ad Tech division of Loblaw Companies Limited, Canada's largest food distributor
- Reporting Specialist supporting internal Ad Tech team and account managers with reports and visualizations.
- Produced reports for clients combining data from QlikSense, Adobe Analytics and other sources.
- Reported on whether clients' ad campaigns run on Loblaw's online shopping site had an affect on sales.

Digital Data Analyst | Eyereturn Marketing

Toronto, Ontario | **Feb. 2020 – Jan. 2021**

- Eyereturn Marketing was a Toronto advertising agency whose proprietary ad technology and staff were acquired by Loblaw's Companies Limited in 2021 to form the newly created Loblaw Media division.
- Helped Eyereturn clients analyze their ad data by building Tableau visualizations.
- Used SQL to join together different campaign data sources to provide clients with an overall view of how their campaigns performed.
- Helped clients find new and insightful ways to visualize their campaign data, including visualizing campaign performance combined with store locations and agricultural geographic regions.

Global Research Analyst | Projects Abroad

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

- Projects Abroad is a UK headquartered volunteer travel company, which during my time working there had over 500 staff worldwide and sales offices in around 20 countries.
- As a primarily ecommerce business, understanding the flow of website visitors to prospective leads to successful applicants was crucial for the company's profitability and growth.
- Managed digital analytics, lead and sales reporting and market research for the entire company.
- Owned Google Tag Manager updates across all websites during lengthy website migration process.
- Created, managed, analyzed and presented market research insights to senior management.
- Produced marketing and sales reports for the CEO and marketing directors.
- Assisted the marketing team with UTM tagging for campaigns and social media reporting.
- Assisted UX analysts with creating A/B tests for Application forms.

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.
- Introduced new market research surveys for website visitors, applicants and leads that did not purchase.
- Created Google Analytics reports for the marketing team.

Account Manager | Global Africa Network

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

- Liaised with clients and developed strategies to market their products on Africa-focused B2B online platform.
- Helped South African and American clients with

Marketing Coordinator | MotoMia

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

- Planned and launched advertising campaigns across traditional media and digital for motorcycle retailer.
- Created and promoted the company's Facebook and Twitter accounts.
- Reported on Google Analytics metrics.
- Planned and managed product displays at schools, shopping malls and festivals.

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.
- Developed teaching, public speaking and presentation skills.

EDUCATION

University of Cape Town

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

TECHNICAL SKILLS

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