

Daran J. Johnson

Over 20 years of Data & Digital Analytics experience.
Learn more about me @ daranjohnson.com

Mobile: (310) 908-1231
Email: daranjohnson@gmail.com
LinkedIn:
www.linkedin.com/in/daranjohnson
GitHub: <https://github.com/daranjohnson>

EXPERIENCE

Fujo Analytics – Los Angeles, CA

Marketing Analytics Consultant & Co-Founder, May 2005 – Present

- Work with clients to formulate KPIs & develop data collection strategies, leading to better accountability throughout the organization.
- Develop forecast models & perform deep analysis. Helping clients to act on discovered opportunities and predict future performance.
- Create marketing analytics applications & dashboards, leading clients to having better understanding of marketing performance.
- Set-up and analyze A/B tests & evaluate testing processes. Using sound testing principles & statistical analysis, increasing performance of client's email campaigns, websites and social media.
- Present and discuss marketing strategies and analysis with CEO/VPs/Directors and other client stakeholders.

Self-Employed – Los Angeles, CA

Data & Analytics Consultant, March 2003 – May 2005

- Worked with clients to build best business analytics solutions given present and future capabilities.
- Assessed current data storage and retrieval systems and executed proposed updates & optimizations.
- Partnered with internal teams to successfully launch data analytics platforms.

ALL SLG - Los Angeles, CA

Application Developer/Analyst/DBA, July 1998 - March 2003

- Designed and developed the Loan Origination Tracking System relied on by Finance, Operations & Marketing.
- Created automated forecasting reporting capabilities for Finance to inform future government bond requirements for loan originations.
- Significantly reduced loan processing & analysis time through programming automated reports and fully automating data extraction, transformation, and loading (ETL) processes.

EDUCATION

California State University, Los Angeles - BS in Business Administration

- Major: International Business
- Minor: Economics

SKILLS

Programming Languages: SQL, R, Shiny, RMarkdown, JavaScript, HTML

Databases: MySQL, Google BigQuery, Microsoft SQL Server, Microsoft Access

Analytics/Marketing Platforms: RStudio, Google Analytics, Google Tag Manager, Google Data Studio, Google Optimize, Google Ads, Bing Ads

Ecommerce Platforms: Shopify, Magento, MarketLive, Wordpress

Other Programs/Platforms: Excel, Google Sheets

CERTIFICATIONS

Google Analytics Individual Qualification (Since 2012)

Google Tag Manager Fundamentals (Since 2014)

Google Adwords Individual Qualification (Since 2014)

Microsoft Certified Professional - SQL Server (Since 2010)