

Daran J. Johnson

Over 20 years of Data & Analytics experience.
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EXPERIENCE

Sr. Manager, Data Analytics

Murad - El Segundo, CA
June 2022 - Present

- Work cross-functionally with executives and high-level stakeholders to understand analytics issues and deliver data-driven solutions.
- Evangelize the use of data across the business, and have a strong opinion on the strategy for delivering self-serve BI tools.
- Recruit, retain, and scale a happy, healthy, productive team of top-notch Data Analysts and foster an environment for growth and learning.
- Develop a roadmap for the data and analytics function that clearly defines ownership and responsibility between the central data function and the functional groups.
- Work closely with web & mobile teams to provide detailed data analysis and ensure proper user tracking is implemented on key initiatives.
- Provide robust web experience metrics reporting, conversion event & tagging implementation and conversion rate insights driven analysis.
- Partner with key stakeholders to develop test & learn strategies related to customer acquisition and retention to drive business impact.
- Scope, plan, and coordinate the solution of complex, cross-functional problems that extend beyond the traditional boundaries of product, analytics, and data science.
- Continuously develop and improve procedures to enforce an analytics approach that will lead to more strategic/insightful learnings and recommendations and/or workflow improvements.
- Provide leadership and consistency regarding standard processes to handle and answer recurring & ad-hoc reporting requests by different stakeholders.
- Collaborate with all functions of the company to ensure data needs are addressed and the required data is modeled and available to analysts and end-users.
- Work with data engineers to build data pipelines, ETL processes and database schemas to ensure data is easily usable and dependable downstream.

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)

Marketing Analytics Consultant & Co-Founder

Fujo Analytics – Los Angeles, CA

May 2005 – May 2022

- 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.

Data & Analytics Consultant

Self-Employed – Los Angeles, CA

March 2003 – April 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.

Application Developer/Analyst/DBA

ALL SLG - Los Angeles, CA

July 1998 - February 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

BS in Business Administration

California State University, Los Angeles

- Major: International Business
- Minor: Economics