

Farrah Lacle

Digital Analytics Lead

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EXPERIENCE

Believeco / ChangeMakers, Toronto, ON — Digital Analyst Lead

MARCH 2024 - PRESENT

Manage a team specializing in content authoring, analytics, SEO, accessibility compliance and QA. Drive strategy, optimize workflows, and ensure data-driven decision-making for digital marketing success.

Believeco / ChangeMakers, Toronto, ON — Senior Digital Analyst

DECEMBER 2022 - MARCH 2024

Led digital marketing initiatives, overseeing QA testing, CMS content authoring, SEO, GA/GTM implementation, and performance analysis. Managed external teams to ensure quality assurance and reporting deliverables, and optimizing SEM strategies.

Brightworks, Toronto, ON — Senior Digital Analyst

APRIL 2015 - DECEMBER 2022

Assist the team with digital marketing initiatives, including QA testing, CMS content authoring, SEO, GA/GTM setup, website and campaign performance analysis, SEM, ad copywriting, and accessibility compliance testing. Managed external team on deliverables in QA and Reporting.

Brightworks, Toronto, ON — Digital Analyst

NOVEMBER 2010 - APRIL 2015

Sijison Inc, Pickering, ON — Project Coordinator

2007 - 2010

EDUCATION

University of Central Florida, Orlando, Florida, USA — Master of Science, Engineering Management

2003 - 2005

University of Central Florida, Orlando, Florida, USA — Bachelor of Science, Computer Engineering

2000 - 2002

Valencia Community College, Orlando, Florida, USA — Associate in Arts, General studies

1998 - 2000

SKILLS

Analysis: Google Analytics, Google Tag manager, Adobe Analytics, Matomo, Agency Analytics, Google Looker, Tableau.

Paid Search: Google Ads, Bing ads.

CRM: Salesforce, Marketo

Web/Mobile/Email Development: HTML/HTML5, W3C/WCAG, XML, CSS, JavaScript, PHP, MySQL, SQL, VEEVA, Wordpress, Drupal, Mail chimp, Klaviyo.

CMS Content Authoring: AEM, Joomla, Wordpress, Drupal.

Software: Microsoft Excel, Powerpoint, Word.

SEO tools: SEMrush, AHREFS, Spyfu, Brightedge, Screaming Frog, Google Search console.

Accessibility tools: Wave, Axe, Silktide, Siteimprove, VoiceOver.

Project Management Tools: JIRA, BugHerd, Trello.

CERTIFICATIONS

Google Analytics (Google), Python for Data science and AI (Coursera), Landing Page optimization (MeclabsAI), ISTQB Tester (CSTB), Approved Email (Veeva), CLM (Veeva), Cybersecurity (ISC2)

LANGUAGES

English, Spanish, and Dutch.