

# Jonas Bayer

\* September 25, 1997

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Find me on 

## Education

University of Applied Sciences Wuerzburg-Schweinfurt

**since 10/2017** Bachelor's Program in *E-Commerce* (7<sup>th</sup> semester)  
Wuerzburg, Germany [expected to graduate in 02/2021]  
3.6 GPA (3% best of year)  
Favorite fields of study: web programming, conversion optimization  
Specialization: shop systems

Leonhard-Wagner-Gymnasium

**09/2009 – 06/2016** High School, General University Entrance Qualification (»Abitur«)  
Schwabmuenchen, Germany Science oriented, 2.3 GPA  
Optional and voluntary subject: homepage design  
urban development by installing geocaching targets

## Experience

bavajo

**since 04/2020** **Freelancing**  
Wehringen, Germany

- Website and online shop development (WordPress, WooCommerce and Shopware)
- Implementing Google Tag Manager to track certain actions on website
- Website Analysis with Google Analytics
- Personalization with Google Optimize

Example: [www.wuerzburg-fotobox.de](http://www.wuerzburg-fotobox.de), [www.roesterei-bohnenschmiede.de](http://www.roesterei-bohnenschmiede.de)

CXL Agency

**09/2019 – 02/2020** **Conversion Optimization Project Assistant (Internship)** at a CRO agency  
Tallinn, Estonia

- Website Analysis with Google Analytics and Adobe Analytics
- Implementing Google Tag Manager and related tags to track certain actions on websites
- Creating a dashboard with Google Data Studio to present test results
- Creating wireframes for A/B-tests after the definition of hypotheses
- Heuristic website analysis
- User survey and testing coding
- Creating research presentations for client kick-off meetings

inics GmbH

**04/2019 – 08/2019** **Business Analyst** at a business intelligence agency  
Wuerzburg, Germany

- Data processing and data visualization (Dashboards) using Qlik Sense
- Customizing various extensions using JavaScript and CSS
- API integration of several web services

University of Applied Sciences Wuerzburg-Schweinfurt

**10/2018 – 08/2019** **Tutor** in *Web Programming*  
Wuerzburg, Germany Teaching HTML, CSS and PHP for up to 60 freshmen

# Skills

## Language

German	● ● ● ● ●
English	● ● ● ● ○
French	● ● ○ ○ ○
Italian	● ● ○ ○ ○

## Programming Language

HTML	● ● ● ● ○
CSS	● ● ● ● ○
JavaScript	● ● ● ○ ○
PHP	● ● ○ ○ ○
Python	● ● ○ ○ ○

## Software

Google Analytics	● ● ● ● ○
Google Tag Manager	● ● ● ● ○
Wordpress	● ● ● ● ○
Google Optimize	● ● ● ○ ○
Shopware	● ● ● ○ ○
Google Data Studio	● ● ○ ○ ○

## Social- and Softskills

- Class and years representative
- International Students Club
- Singoldsandfestival (marketing-team)
- Student council
- Organisation and execution of school- and public events

## Certificates

### Google Analytics Individual Qualification

Basic and advanced Google Analytics concepts

### Digital Analyst (CXL)

Google Analytics, Google Tag Manager, data analysis and presentation training

### CXL Certified Optimizer (CXL)

Conversion optimization, user experience and digital analytics training