



Stefan Koning

Sr. Digital Analytics & CRO Specialist

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Amsterdam, North Holland, Netherlands



ABOUT

Innovative, driven Senior Digital Analytics & CRO professional who helps companies improve their online performance. Nominated as best Digital Data Analyst in the Netherlands in 2018 (top 3).

My approach: mapping information and reporting needs, technical and organizational conditions, ICT platform, data touchpoints, online main and sub-objectives, and KPI definition via business requirement sessions. Advising on tool selection (web analytics, dashboarding, A/B testing). Implementing and configuring tooling, with technical advice. Delivering actionable insights via analysis, (attribution) dashboards and CRO. Strategic workshops and specific tool training so clients can do it themselves.

In collaboration with Matomo (formerly Piwik), established an official certification program (MCP accreditation), available worldwide in 200+ countries. Also developed a custom survey feedback plugin for Matomo on-premises used by various clients.

EXPERIENCE

Jul. 2017 – present

Freelance Digital Analytics Expert | CRO Specialist | Co-founder

MIST Analytics · Amsterdam

Advising and assisting clients in the implementation and use of digital analytics to improve their online results. Responsible for business requirement sessions, tool selection, technical implementation and configuration (client-side and server-side tracking), GDPR/ePrivacy compliance, reports and dashboards, ad-hoc and deep-dive analyses, A/B & MV testing, and delivering on-site analytics training.

Tools: Google Analytics 360, Adobe Analytics, Firebase Analytics, Tealium, Relay42, Google Tag Manager, Measurement Protocol, Klipfolio, Tableau, Looker, Optimizely, VWO, Google Optimize, Webtrekk/MAPP, Segment, BigQuery, Appsflyer, Snowplow Analytics, Matomo and Piwik PRO.

ASSIGNMENTS

	Rituals Digital Analytics & CRO Specialist	Mar. 2024 — present
	Air Miles (Loyalty Management NL) Technical Digital Analytics Specialist & CRO Expert	Oct. 2019 — present
	FedEx Analytics Instrumentation Specialist	Mar. 2024 — Dec. 2024
	Kadaster Technical Web Analyst Digitaal Stelsel Omgevingswet	Jul. 2022 — Dec. 2024
	DPG Media Sr. Digital Analyst	Nov. 2020 — Jan. 2024
	IKEA Digital Analytics Expert	Jan. 2022 — Sep. 2023
	Belastingdienst (Dutch Tax Authority) Matomo Analytics Technical Infra & Performance Specialist	Feb. 2021 — Jul. 2022
	Philips CDP Implementation & Audience Specialist	May 2021 — Sep. 2021
	Ahold Delhaize Sr. Digital Analyst & DMP Implementation Specialist	Apr. 2018 — Dec. 2020
	SURF Digital Analyst & Data (GDPR) Compliancy Specialist	Apr. 2019 — Oct. 2019
	ING Digital Analytics Expert	Jan. 2017 — Feb. 2019
	de Rechtspraak (Dutch Judiciary) Sr. Digital Analyst & UX Specialist	Oct. 2017 — Jan. 2019

TEACHING ENGAGEMENTS

	Eduvision Opleiding & Training Lecturer (Matomo / Piwik PRO training)	Jan. 2020 — Dec. 2021
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Jan. 2017 – Dec. 2023

Matomo Core Team Member

Matomo · New Zealand

Together with the team behind Matomo Analytics, ensuring there is a strong alternative to Google Analytics and Adobe Analytics. MIST Analytics is an official Matomo Partner in Europe.

Key achievements: established the official Matomo certification program (MCP accreditation), available worldwide in 200+ countries. Organized the first European MatomoCamp (November 2021) with ~300 participants from various EU countries.

Jan. 2015 – Sep. 2017

Senior Digital Analytics & CRO Consultant

Netprofiler · Amstelveen

Advising and assisting clients in the implementation and use of digital analytics. Responsible for business requirement sessions, tool selection, technical implementation, reports and dashboards, deep-dive analyses, A/B & MV testing and training.

Tools: Google Analytics 360, Adobe Analytics, Tealium, Relay42, Google Tag Manager, Measurement Protocol, Klipfolio, Tableau, Optimizely, VWO, Google Optimize, Webtrekk and Piwik.

ASSIGNMENTS



Basic-Fit Netherlands
Sr. Digital Analyst & CRO

Aug. 2016 — Jul. 2017



RTL
Web Analyst

Aug. 2016 — Dec. 2016



Ziggo
Web Analyst

Apr. 2016 — Oct. 2016

TEACHING ENGAGEMENTS



Competence Factory
Lecturer (Google Analytics training)

Jan. 2016 — Jan. 2017

Sep. 2014 – Dec. 2014

Web Analytics & SEO Consultant

ConversionMob · Zaandam

Google Universal Analytics implementation (hardcoded & tag management) and configuration. Tag managers: Google Tag Manager & Relay42. Plus off-page SEO, keyword research and WordPress maintenance.

Sep. 2013 – Nov. 2014

SEO Specialist

Parcare · Amsterdam

SEO copywriting, blogs, off-page SEO, site analysis, online marketing plan (B2C), Mailchimp. Thesis: 'Customer Acquisition — How will Parcare Schiphol achieve an increase in the number of private clients within the target group of their shuttle service?'

SKILLS

ANALYTICS / DMP / CDP

Google Analytics 360 (+ Measurement Protocol) Adobe Analytics Matomo & Piwik PRO
Webtrekk Digital Intelligence Suite Snowplow Analytics Qubit Tealium (IQ & AudienceStream)
Salesforce DMP (KruX) Relay42 Segment BigQuery Looker Amplitude Appsflyer
Mapp (Webtrekk) Intelligence HighTouch CDP

EXPERIMENTATION & UX

Optimizely Google Optimize Adobe Test & Target VWO Webtrends Optimize AB Tasty Omniconvert
Hotjar Contentsquare

DATA VISUALISATION

Klipfolio Power BI Tableau Google Looker Studio (DataStudio) Looker

TAG MANAGEMENT

Google Tag Manager (client & server) Tealium IQ Adobe Launch Ensignten Matomo Tag Manager
Piwik PRO Tag Manager

CLOUD & DATA

Google Cloud BigQuery DataForm DataBricks Splunk MySQL / MariaDB SQL

PROGRAMMING & DOMAINS

HTML Digital Analytics Conversion Rate Optimization Server-side tracking GDPR / ePrivacy

EDUCATION

2013 – 2023

Certified Digital Analyst (Certifications, Digital Analytics)

Market Motive

2015 – 2016

Web Analytics Practitioner

APPLIED SCIENCES

University INHOLLAND Alkmaar

2010 – 2014

Bachelor's degree, Small Business & Retail Management

APPLIED SCIENCES

University INHOLLAND Alkmaar

2004 – 2010

Higher General Secondary Education, Profile Economy & Society

Trinitas College — Han Fortmann

LANGUAGES

Dutch	Native
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English	Fluent
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