

e-commerce analyst

About

I started my career in Digital Marketing working in several different agencies as a Digital Advertising Consultant and worked my way up to a Data role. As a Technical Analytics Consultant, I'm advising various clients on the basis of data, to make the best decisions and thus achieve growth. Within the data & analytics team I'm a specialist in the field of data collection and BI. In an advisory role, but also at a tactical level, I tackle advanced cases with complicated measurement setups. Due to developments in the field of privacy, such as GDPR and tracking prevention, the world of data collection is changing significantly and I've been working at the forefront of these changes by setting up future-proof tracking systems for my clients. My favorite part of my job is creating compelling data stories through dashboards that bring action.

Career Summary

Data Analytics Consultant, Dept

April 2021 - present

- Draw up measurement plans and support the implementations of digital analytics, tag management and marketing automation platforms. Provide structural support to customers and teams with various implementations.
- Ensure that data collection is fully in line with the digital strategy that is shaped together with the customer in multidisciplinary teams.
- Experience with most of the analytics packages and tools: Google Analytics, Google Tag Manager, Adobe Analytics, Tealium, Snowplow, Adjust, and Appsflyer Knowledge of how the web and apps work and
- Knowledge of HTML, CSS & Javascript.
- Expert use of BI and visualization tools (Power BI, Tableau, Looker Studio) Knowledge of SQL and Python.
- A project that I'm proud of the most: Analytics implementation for a huge Media publisher in the Netherlands for 80 different types of websites and implementing server-side tracking and consent mode for them. For client feedback and their experience in collaborating with me on this project please see the following document: shorturl.at/gInor

Digital Advertising Manager, I&F McCann Group

January 2019 - March 2021

- Digital media strategy development for clients. Developing strategic media plans that reach target audiences and exceed client goals. Identifying the best mix of ad platforms, audiences and creative formats. Launch campaigns in self-serve platforms and coordinate ad buys with vendors and publishers.
- Advanced level of knowledge of: Google Ads advertising, Social Media Advertising, Google DV 360 programmatic advertising, Google Campaign Manager (DCM), Spotify advertising, Local display advertising, and Google Analytics.
- Working closely with Account Managers to drive account performance. Participating in regular client communication. Creating and maintaining client reports. Building out and launching campaigns. Running analysis of client campaigns.
- Bid and budget optimization. Regularly analyze and optimize advertising campaigns to ensure KPI's are being met. Measure the success.

- Regularly consult with clients to review strategy, and performance reports and communicate insights

Digital Media Planner, I&F McCann Group

January 2019

- March 2021

- Assist in digital media strategy development for top tier clients.
- Manage the day-to-day implementation, and optimization of campaign activities, platforms used: Google Ads, Google Campaign Manager, Google Display&Video 360, Google Analytics, Facebook Ads Manager, Twitter Ads, Spotify Ads and more.
- Develop and manage digital media plans; negotiate and purchase media.
- Manage campaign authorizations, budgets, and reconciliation process.
- Interact daily and maintain rapport with digital media publishers.
- Analyze research data and media/marketing information; share information with clients.
- Monitor and assess ongoing campaign performance; assist in strategic analysis of campaigns

Education

Faculty of Economics, University "St. Cyril&Methodius",

2013-2017

Skills

Tech: Power BI Pro level Organising KPIs workshops Tablet App tracking measurement Data Quality assurance Server-side tracking Future proof measurement setup, with data privacy in focus Debugging expertise with multiple different debugging tools BigQuery Google Analytics Creating technical measurement plan