

Anxhela Berisha

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WORK & LEADERSHIP EXPERIENCE

Financial Times

London, United Kingdom

Analytics and Tag Management Specialist, Martech Division

05/2023- Present

- Managing and continually enhancing the marketing analytics and attribution framework.
- Configuring mobile app tracking through Firebase and Appsflyer mobile attribution platform.
- Developing customized solutions within the Tag Management System, utilizing JavaScript to monitor user interactions and seamlessly transmit data to the respective platforms for comprehensive analytics reporting.
- Assisting in the creation of meaningful data visualizations using tools such as Amplitude and Looker studio, providing valuable insights and supporting decision-making for the broader marketing team.

THG

London, United Kingdom

Digital Analyst, Technology Division

06/2022- Present

- Managed rollouts across roughly 100 brands to ensure compliance with privacy regulations comply privacy regulations, notably OneTrust, and kept essential tools such as Google Analytics 4 up-to-date.
- Developed an internal automation tool for Google Analytics, Google Analytics 4, and Google Tag Manager, resulting in a threefold increase in the team's daily operational task efficiency.
- Collaborated effectively with various teams and communicated analytics findings using data warehouses such as Big Query and SQL which would be utilised to give vital insight on project and test success.

Graduate Web Analyst, Technology Division

6/2021- 06/2022

- Initiated fresh implementations and effectively resolved tracking implementation challenges utilizing Google Tag Manager for both internal brands and clients.
- Collaborated with end users of Google Analytics across the organisation, including project teams and other stakeholders to enhance their understanding of website users.
- Provided actionable recommendations in a manner tailored to the target audience and built dashboards utilizing data visualization tools such as Tableau reporting and Google Data Studio.

EDUCATION

University of Liverpool

Liverpool, United Kingdom

Master of Science in Advanced Computer Science with Internet Economics

09/2020-09/2021

- **Grade: 2.1**
- **Dissertation:** Focused on building a machine learning model by using different Python packages and data mining techniques. (Title: "Are Internet Comments predictable?")

National and Kapodistrian University of Athens

Athens, Greece

Bachelor of Science in Economics

09/2014-09/2019

- **Grade: 2.1**
- **Honors:** Listed in Top 5% of Class 2014

TECHNICAL SKILLS, LANGUAGES & INTERESTS

Technical Skills/Tools: Google Tag Manager, Google Analytics(3&4), BigQuery, Tableau, Python, SQL, JavaScript, Excel-VBA, Amplitude, Looker Studio, Appsflyer

Courses: SQL for Joining Data – DataCamp, Introduction to Data Science in Python – DataCamp, Full Stack Engineer – Codecademy (Ongoing)

Languages: Native in Greek, Fluent in English, Basic German