Aziz Dhaouadi

MarTech Consultant & Analytics Engineer

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Summary

Business Value Analytics Advisor with 4+ years' experience in MarTech consulting and analytics engineering. Expert in GA4, GTM, Snowflake, and dbt, delivering dashboards and data systems that prove ROI and accelerate adoption. Strong track record advising cross-functional teams and translating complex analytics into clear business impact.

Technical Skills & Toolset

- **Analytics & Tracking:** GA4, GTM, Mixpanel, Segment, Amplitude

- **Data Engineering:** SQL, dbt, Snowflake, Fivetran, Databricks

- **Visualization:** Sigma Computing, Looker Studio, Tableau

- **Web Development:** HTML, CSS, JavaScript, TypeScript, React, Next.js, Astro, Prisma

- **Privacy & MarTech:** OneTrust, CookieYes, Google Ads, Search Console, HubSpot

- **Languages:** Arabic, French, English, Spanish

Experience

Business Value Analytics Advisor   *Coveo — Montreal, QC*
June 2025 – Present

- Developed enterprise-wide dashboards in Snowflake, dbt, and Sigma, empowering Customer Success Managers to monitor revenue per visit, average order value, and conversion KPIs for Coveo Commerce clients, enhancing client engagement and business visibility.

- Designed GA4-powered Looker Studio dashboards to measure pre- vs. post-Coveo implementation performance, enabling data-driven proof of business value and strengthening adoption conversations with stakeholders.

- Migrated Business Value dashboards from Power BI to Sigma Computing, standardizing reporting processes and improving performance for Opportunity coverage tracking.

- Acted as the technical advisor between the Business Value team and engineering, identifying opportunities for improved tracking architecture in Adobe Analytics, GA4, and Amplitude, resulting in faster insights and reduced technical debt.

- Executed advanced SQL analyses (cohort modeling, incremental lift, time-series trends) to deliver actionable insights on customer behavior, marketing effectiveness, and ROI.

- Troubleshot and optimized client Martech implementations (Google Tag Manager and GA4) to ensure reliable measurement of critical revenue and engagement metrics across digital properties.

Senior Web & Compliance Analyst   *Coveo — Montreal, QC*
Mar 2024 – June 2025

- Built 7 executive dashboards in Sigma by integrating Salesforce, BrightEdge, and Marketo for real-time KPI visibility.

- Conducted funnel and velocity analysis (MQL → SAL → SQL) using SQL to identify bottlenecks and inform marketing strategy.

- Developed 10+ modular data models in dbt + Snowflake to support campaign performance, attribution, and opportunity tracking.

- Led Amplitude implementation with hashed first-party data and custom GTM integrations for enriched product analytics.

- Built Python pipelines to extract AI-driven sales insights from Kaia (Outreach) transcripts stored in Amazon S3.

Web & Compliance Analyst *Coveo — Montreal, QC*
Mar 2023 – Mar 2024

- Led GA4 migration across six subdomains; unified data with Marketo & Salesforce for full-funnel attribution via user ID normalization.

- Developed Looker Studio dashboards translating campaign data into actionable KPIs and user engagement insights.

- Built cross-channel tracking pipelines (Google Ads, Meta, Bing, LinkedIn) with custom cookie logic for accurate MQL attribution.

- Implemented OneTrust with Legal to ensure GDPR compliance across the company's analytics stack.

- Integrated Hotjar, 6sense, and Unbounce into GA4 to surface lead quality, UX patterns, and behavioral segments.

Marketing Analytics Specialist *Flywheel Digital — Montreal, QC*
Nov 2021 – Mar 2023

- Architected custom tracking stacks and measurement plans to align with client objectives and data governance needs.

- Implemented GA4, GTM, Segment, and Mixpanel across web and product flows; ensured cookie compliance and data integrity.

- Built dashboards and reports for marketing and product teams, surfacing KPIs across SEO, paid media, and engagement.

- Audited tracking infrastructure, reducing tagging debt and increasing reliability of event-level data.

- Analyzed MQL→SAL→SQL funnel performance using SQL and statistical methods to uncover drop-offs and optimize campaigns.

Projects

- **GA4 Code Generator** – Built a React + TypeScript app powered by OpenAI to auto-generate GA4 tracking code (gtag, dataLayer, MP).

- **Data Journal** – Developed a fast Astro-based blog hosting technical articles on GA4, dbt, and tracking best practices.

- **Kaizen Pricing App** – Built a full-stack pricing engine using Next.js, Prisma, PostgreSQL, and Fivetran & Databricks for real-time profitability insights.

- **Swetrix Explorer (Open Source)** – Created an Express.js app with Matplotlib visualizations to explore Swetrix tracking data.

Certifications

Data & Analytics: dbt Fundamentals, Databricks Lakehouse Fundamentals
Web Analytics: Advanced Google Analytics, Amplitude Foundations (Analytics & Data Management)
Web Dev: Responsive Web Design Certification (freeCodeCamp)

Education

Tunis Business School — Bachelor of Science, Business Administration   *Sep 2015 – Oct 2017*
Institut Teccart, Montreal — Diploma, Technical Support   *Oct 2018 – Feb 2020*