Mohamed Aziz Dhaouadi

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SUMMARY

Technical analytics specialist focused on web tracking, identity stitching, and data modeling. Skilled in GA4, dbt, and Snowflake with strong analytical capabilities across Hex, Sigma, and Looker Studio. I design systems that transform fragmented marketing data into clear, self-serve insights.

PROFESSIONAL EXPERIENCE

Coveo

Senior Web & Compliance Analyst   April 2024 – Present

- Develop and evolve 7+ integrated dashboards using Tableau and Sigma, unifying data from Salesforce, Bright-Edge, and Marketo to empower marketing decision-making with real-time KPI visibility.
- Build and evolve 10+ production-grade marketing data models in **dbt** and **Snowflake**, forming the backbone of my end-to-end analytics workflow—from modeling to visualization to insights.
- Integrated **Kaia (Outreach)** sales transcript data into **Amazon S3** in collaboration with Infrastructure, and built Python scripts to prepare weekly data for AI-driven insights using **ChatGPT**.
- Architect and implement advanced tracking integrations on the marketing website, linking **GA4** and **Marketo** via Marketo ID, and enabling user-level insights in **Amplitude** using the Marketo ID, MD5-hashed email, **Mutiny** A/B test data, and **6sense** API for company enrichment.
- Documented the GA4 tracking infrastructure and delivered targeted training to the Business Value team, improving their ability to build accurate reports and interpret user behavior across key marketing datasets.

Web & Compliance Analyst   March 2023 – March 2024

- Expanded the use of domain-specific cookies to enable **Salesforce** reporting on MQLs acquired through **search engines**, improving attribution accuracy across the funnel.
- Planned and executed the migration to **Google Analytics 4** across 6 subdomains, ensuring consistent measurement frameworks and unified user behavior tracking.
- Implemented and maintained marketing tracking infrastructure across **6sense**, **Munchkin**, **Amplitude**, and ad platforms including **Google Ads** (Enhanced Conversions, Conversions for Leads), **Bing Ads**, **Meta Ads**, and **LinkedIn Ads**, enabling comprehensive campaign attribution and lead funnel visibility.
- Engineered deterministic data stitching across GA4, **Marketo**, and **Salesforce** using the Marketo ID and lead ID, enabling full-funnel visibility into which leads and contacts visited key pages across subdomains.
- Oversaw **OneTrust** across 6 subdomains to ensure compliance with global data protection laws, including consent management, tracking enforcement, and reporting on newly detected cookies in collaboration with the legal team.
- Built 5 major dashboards in **Looker Studio**, including a 10+ page report covering Organic, YouTube, Product, and Search Console performance. Two dashboards were integrated into **Sigma Computing** to enable cross-platform data exploration.

Kaizen Manga Cafe

Full Stack Developer   June 2024 – February 2025

- Built and actively maintain the Kaizen Manga Cafe web application using **React**, **Next.js**, **TypeScript**, and **Prisma**, supporting seamless user management and real-time revenue tracking.
- Optimized and secured the production database to ensure high availability and reliable backups.
- Designed and implemented structured **fact and dimension models** using **dbt**, enabling clean, standardized analysis for business performance.
- Developed a dynamic executive dashboard in **Hex**, powered by production-grade models in **Databricks**, to provide real-time visibility into key growth metrics and operational trends.

- Built a data pipeline using **Fivetran** to back up the production database in **Databricks**, ensuring continuity of analytics infrastructure and feeding production-ready models into Hex.

Flywheel Digital
Marketing Analytics Specialist   November 2021 – February 2023

- Planned and executed web analytics measurement strategies for clients, recommending suitable technology stacks based on business needs.
- Implemented and maintained tracking solutions using **Google Tag Manager**, **Segment**, and **Mixpanel**, with a focus on KPI measurement and data integrity.
- Led cookie consent implementations and ensured compliance with tracking regulations across client web properties.
- Analyzed and optimized legacy web tracking setups, reducing tagging debt and improving data fidelity.
- Led migrations to **Google Analytics 4** for multiple clients, including complex **e-commerce** implementations.
- Delivered monthly cross-channel performance reports and dashboards with actionable insights for marketing teams.

SKILLS

Programming & Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, SQL, Prisma, Astro.
Data Analytics Tools: dbt, PostgreSQL, Snowflake, GA4, GTM, Mixpanel, Amplitude, Databricks, Fivetran.
Marketing Tools: Google Ads, Search Console, HubSpot, Segment, OneTrust, CookieYes.
Data Visualization: Looker Studio, Tableau, Sigma Computing.
Languages: Arabic, French, English, Spanish, Japanese (learning).

EDUCATION & HONORS

Institute Teccart
Vocational Studies Diploma – Technical Support   Oct 2018 – Feb 2020

Tunis Business School
Bachelor of Science – Business Administration (Finance, International Political Economy)   Sep 2015 – Oct 2017

- GPA: 3.8/4.0 | Dean's Honor List (Freshman & Sophomore year)
- Relevant coursework: Econometrics, Information Systems, Statistics, Business Mathematics