Benjamin Salasek
Chicago, IL | <u>Benjamin.Website</u> (Angular)

Software Engineer with expertise in analytics (certified Adobe Analytics Developer). Expert in JavaScript, TypeScript, Node.js and Angular with a focus on Test Driven Development (TDD) in Node.js. Proven ability to collaborate in agile environments, delivering efficient, innovative solutions for web analytics and marketing technologies. Expert Arduino developer (C C++).

Skills: positivity, coding, automated testing, marketing technologies, analytics implementation, consent management, Business Intelligence (BI) platforms, professional & efficient (and humorous!) communication, respectful collaboration, quick learner, works autonomously.

Hagerty | Analytics Engineer | 2022-2025

-Marketing Technologies:
- Customer Data Platform (CDP): wrote JavaScript extensions and managed tags using the Tealium iQ (TiQ) tag management platform.
- Configured and implemented vendor pixels and marketing tags and scripts such as display ads, social networking and cross-site tracking.
- Converted Key Performance Indicators (KPIs) to Solution Design References (SDRs) and wrote code Implementation Guides for product teams.
- Adobe Analytics (AA): managed eVars, props, events and serialized events via TiQ's utag system, mapped through our custom tracking app and created Adobe workspaces for investigating analytics spikes and disruptions.
- Worked with Vendors (Five9, Epsilon, Adobe, Transcend and Tealium) for initial implementations and product support.
- Implemented Five9's chat widget as one of their first customers, working directly with their architects to make updates and apply fixes to the platform.
- Customized widget CSS and created cross-domain persistence functionality via emitted events and session storage.

-Tracking:
- Built git repositories for custom extensions, tags, marketing pixels and tracking code.
- Wrote platform agnostic application for tracking software in Node.js using TypeScript, compiled with webpack.
- Wiki: heavy focus on designing, building, writing and maintaining internal wikis using Azure DevOps (ADO).
- Configured auto-publishing of API Developer Guide to ADO wiki using JSDocs notation.
- Built tests using Jest at a minimum of 80% coverage.
- Pre-commit hooks: used Husky to force test coverage, ESLint errors, Snyk security and Prettier formatting to maximize collaborative standardization, security, and reduce cross-platform inconsistencies that would lead to cluttered dif checks upon merging pull requests.
- Lead acquisition integration project for tracking, consent management and chat implementations on new platform.
- Content Security Policy (CSP): audited vendor pixels for whitelisting and wrote CSP directives for header and DOM installment such as external scripts, iFrames and style sheets.
- Error Tracking with Sentry: categorized prioritized, investigated and resolved site errors.

-Consent Management Platform (CMP):
- Designed and built a CMP application, and migrated to Transcend's CMP, utilizing geo-based policy enforcement.
- Transcend (newly established platform) required working directly with their engineers to fix bugs and implement features.
- Customized consent UI and opened the shadow-DOM for button CSS overrides and testing compatibility.
- Integrated with on-rails Duck Creek platform, requiring header scripts rather than TiQ injection.
- Wrote test sequences, specs and Node Package Manager (NPM) scripts via Playwright to validate regional identification, Global Privacy Control (GPC) flag recognition, consent category behavior and legal compliance for CCPA, GDPR etc.
- Created automated reports for scheduled automated testing, compatible with ADO, to generate readable UI reports.
- Performed triage on newly logged cookies and data-flows and wrote regular expressions (regex) for consent classification.
- TrustArc's Web Monitoring Manager (WMM): created custom page scans by writing XPath scripts for form interactions and authentication to cross-reference vendor data-flows and cookies against Transcend's proprietary vendor database.
- Built yml (yaml) Azure pipelines including multiple stage builds, quality gates, conditional deploys and publishing artifacts.
- Used Terraform for updating AWS build schedules for Testing Framework runs and archives.

-Releases:
- Collaborated in an Agile environment in standard two week sprints and weekly/interim/urgent production releases.
- Change management: created change requests (and templates for weekly releases) via Service-Now to ensure timely, legally compliant and logged production releases.
- Release guides: created instructions for moving code from source control to TiQ, Transcend and other platforms.
- Designed, created and performed regression test plans, suites and cases for every site and application.

Qualified Digital | Analytics Engineer | 2021-2022

- Tested and received Adobe certification: "Adobe Certified Expert - Adobe Analytics Developer"
- Wrote AA tracking code for client website based on SDRs and implemented with Adobe Launch.
- Configured Adobe app measurement in TiQ to send data to AA using code, without using Launch.
- Built A/B Tests and Experience Targeting Personalization using Adobe Target.
- Built validation workspaces/dashboards in AA for analysts to QA new tracking implementations.

CME Group | Online Marketing Analytics Engineer | 2019-2021

- Built custom JavaScript APIs using OAuth 2.0, REST API and JSON to pull analytics data from social media platforms, construct data tables and push into a MySQL database.
- Built ETLs using DOMO BI platform and MySQL to combine, manipulate and build recursive datasets.
- Built visualization dashboards in DOMO & Google Data Studio. Wrote MySQL functions for post data collection filters.
- Implemented Google Analytics (GA), floodlight, social and Google Ads conversion tags, and created custom variables and triggers with CSS & JavaScript in Google Tag Manager (GTM).
- Created JavaScript automation tools for naming convention standardization, simplifying metadata validation, and increasing productivity for repetitive tasks.
- Built pages with HTML, CSS, Bootstrap and JavaScript for Amazon Web Services (AWS) S3 beta and production micro-sites.
- Designed & built new campaign, product, article and landing pages using Adobe Experience Manager (AEM) CMS.
- Synchronized Dev, Prod & QA environments. Managed live webinar page launches.
- Built custom CSS interface for the MS Teams web app to isolate relevant automated messages for internal communications.

OpinionLab/Verint Systems | Customer Support Specialist | 2015-2018

- Implemented code packages for bug fixes and modifications via SSH to FTP.
- Track HTML, CSS and Bootstrap layout issues and debug JavaScript for comment cards in customers' websites.

Special Skills: Coding & building IoT electronics & robotics using the Arduino microcontroller prototyping platform and 3D printer (**https://benjamin.website/arduino**), backpacking/camping, bismuth crystallization, microscopy, digital and fine art, woodworking and office foosball champion!

Education: Columbia College Chicago: BA, Coding Temple (C#)

Certifications: Adobe Certified Expert - Adobe Analytics Developer