

# NICHOLAS DUFOUR

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## **SUMMARY**

Curious, enthusiastic analytics professional and web developer with a background in brain injury rehab. Passionate about creating things and empowering people. Using code to solve problems and make the web more user friendly is the mission.

## **EDUCATION**

*Grand Circus Detroit*  
Front-End Web Development Bootcamp, 2018  
Worked with team of three on [art discovery application](#)

*Wayne State University*  
BA, Psychology 2010

## **SKILLS & ABILITIES**

- HTML & CSS
- JavaScript
- jQuery
- Adobe Analytics
- Tag Management with Adobe Launch/Data Collection
- Pair Programming
- Familiarity with Jira & Confluence

## **WORK EXPERIENCE**

### **MRM (Birmingham, MI)**

#### Senior Analyst, Implementation

2021 - Present

- Guide projects through the analytics implementation lifecycle, from the initial discussion of measurement requirements through data validation on the live site.
- Identify tagging strategies that best fit client needs, while maximizing efficiency and ensuring the collection of key performance indicators.
- Consult on proposed updates to custom code solutions prior to publication.

#### Analyst, Implementation

2018 - 2021

- Wrote JavaScript & jQuery logic to ensure proper data collection within Adobe Analytics.
- Created tagging plans to outline analytics requirements for content authors and web developers.
- Completed QA validation checks to confirm accuracy of data capture.

### **Special Tree Rehabilitation (Troy, MI)**

#### Behavior Programming Technician

2015 - 2018

- Member of the psychology team responsible for monitoring, co-writing & implementing behavior modification plans for clients with traumatic brain injuries.
- Duties included leading staff training, client observation, data collection & documentation review.

#### Day Treatment Services

2012 - 2014

- Responsible for client medication administration, transportation & activity planning.