

Aman Tanwar

Vancouver, BC, Canada, V6E 4T8

aman16tanwar@gmail.com | +1 236 862 0650

LinkedIn: <https://www.linkedin.com/in/tamantanwar/>

Upwork: <https://www.upwork.com/freelancers/~01528e07812749b309>

Summary

Experienced Data Engineer and AdTech Specialist with 8+ years in digital marketing and programmatic advertising. Expert in building scalable ETL pipelines, automating data workflows, and integrating marketing data across Google Ads, SA360, DV360, and BigQuery. Skilled in Google Cloud (GCP), Airflow, Cloud Functions, and server-side tracking. Successfully led implementation of analytics and ad reporting infrastructure serving 70+ clients. Seeking contract or part-time roles focused on data engineering, cloud automation, and marketing analytics.

Skills

Data Engineering & Cloud: BigQuery, Cloud Functions, Cloud Run, Compute Engine, Secret Manager, Airflow, Composer, Cloud Scheduler, GCP, AWS

Programming: Python, SQL, JavaScript, APIs, JSON, Git, Bash

AdTech & Analytics: SA360, DV360, GA4, GTM, Google Ads, Facebook Ads, Campaign Manager, Server-Side Tracking

Tools & Frameworks: Apache Airflow, React, Node.js, Pandas, Looker Studio

Marketing Platforms: Google Merchant Center, Search Console, Microsoft Ads

Professional Experience

Data Engineer | War Room | Vancouver, WA | 2020 – Present

- Built and deployed Google Ads, DV360, and SA360 to BigQuery ETL pipelines for 70+ clients
- Automated scheduled reporting via Cloud Functions, Cloud Scheduler, and Airflow DAGs
- Designed and maintained Kedet: an internal React/Node.js platform to centralize campaign launch
- Lead data infra for Kedet AI Analyst powered by LangChain and BigQuery
- Implemented server-side GTM solutions, enhancing data accuracy and attribution

- Collaborated with campaign and account teams to deliver 20% faster reporting cycles
- Streamlined audience exports and offline conversion uploads through API automation

Lead Engineer (Microsoft Ads) | HCL | Oct 2018 – Sep 2019

- Managed large-scale Bing Ads support operations ensuring 99% uptime
- Troubleshoot campaign delivery issues and optimized performance for global clients

Senior Specialist | Google Ads | Sep 2017 – Sep 2018

- Handled high-priority Google Ads accounts improving conversion rates by 18%
- Provided strategic guidance on ad setup, tagging, and data integrations

Digital Marketing Roles | Accenture & Prodigitas | 2015 – 2017

- Supported DoubleClick (SA360) discrepancy resolution and campaign QA
- Managed 300+ PPC campaigns and social media accounts across multiple platforms

Selected Projects

Kedet AI Analyst

- Built an AI chatbot agent using LangChain + OpenAI that connects to BigQuery to answer marketing data queries in real-time

Google Ads + SA360 + DV360 ETL Pipelines

- Designed end-to-end data pipelines to ingest campaign + conversion data into BigQuery
- Used Cloud Functions, Secret Manager, and pandas for scalable, secure processing

Airflow DAGs for Automation

- Deployed Apache Airflow on GCP VMs to orchestrate multi-step data workflows
- Modularized ETL tasks including account fetch, transformation, and BigQuery upload

Education

PGDM in Marketing | Red Academy | Vancouver, BC | 2019 – 2020

Bachelor of Engineering in Electronics & Telecommunication | DY Patil College | Pune, India | 2014

Certifications

Google Cloud Platform (GCP) Associate Engineer

Google Ads Certification | Google Analytics Certification | Bing Ads Certification