

Aman Tanwar

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Dynamic Analytics Implementation Engineer with a track record of deploying robust tracking solutions and optimizing digital ad campaigns. Proficient in Google Tag Manager, Google Analytics, and Programmatic Advertising (DV360, SA360). Skilled in server-side tracking, API development, and seamless integration with Google services. Experienced in leading development teams, deploying React Node.js web applications, and setting up GCP infrastructure. Holds a GCP Associate Certification, excels in troubleshooting, and seeks to apply advanced digital marketing skills in a dynamic corporate environment to drive organizational success.

Work Experience

Analytics Implementation Engineer

War Room - Vancouver, WA

2020 to Present

Responsibilities:

- Tag Implementation:

Proficient in implementing various tracking tags including Google Tag Manager, Google Analytics, Facebook Pixel, and third-party tracking solutions.

- Programmatic Advertising:

Expertise in Programmatic Advertising with hands-on experience in DV360, SA360, and Campaign Manager Platform.

- Data Analytics:

Utilized Big Query and ELT/ETL tools for efficient data processing and analysis.

- Infrastructure Deployment:

Deployed architecture for React Node.js web applications.

Led a team of developers and set up infrastructure in Google Cloud Platform (GCP).

Possess knowledge in Cloud Run, Postgres SQL, Compute Engine, Big Query, and hold the GCP Associate certification.

- Campaign Management:

Managed and optimized campaigns on Google Ads, Bing Ads, and Facebook Ads to achieve clients' Key Performance Indicators (KPIs).

- Server-Side Tracking:

Implemented Server-Side Tracking and led GA 4 migration.

- Technical Development:

Resolved pixel issues and developed API scripts for seamless integrations.

Integrated internal APIs with various Google services, including Google Analytics, Cloud, Sheets, DV360, DCM, and SA360.

- Research and Development:

Focused on research and development projects to stay ahead of industry trends.

- Advertising Platform Optimization:

Led the setup and optimization of Programmatic Advertising platforms DV360, SA360, and Campaign Manager.

- Team Leadership:

Oversaw troubleshooting efforts and supported the team in achieving their business goals.

Certifications:

- Google Cloud Platform (GCP) Associate Certification.

- GA4

- GTM

Advertising Platforms:

- Proficient in Google Ads, Microsoft Ads, and Search Ads 360.

Lead Engineer (Microsoft Ads)

HCL

October 2018 to September 2019

Microsoft Ads Responsibilities:

- Delivery issue for Bing Ads
- Optimization of accounts
- Troubleshooting issues and help agencies around the world to make sure they are achieving their business goals.
- Handling L2 cases

Senior Specialist

Google Ads

September 2017 to September 2018

Responsibilities:

- Optimization of accounts
- Troubleshooting client issues related to Google Ads
- GA, Merchant Center, Search Console
- Help the clients by understanding their business goal in setting up Google Ads Account

Executive Process in DoubleClick Search Job

Accenture Pvt Ltd

April 2016 to September 2017

responsibilities:

- Troubleshooting issue related to DoubleClick tool
- Discrepancy in Adwords, Yahoo Gemini, Bing and other support search engines with DoubleClick tool

Track performance metrics for Clients

DM Executive

Prodigitas Pvt. Ltd

March 2015 to April 2016

Job responsibilities:

Handled the PPC campaign structures, PPC & SEO reporting and auditing of almost 320 campaigns.

Handled Twitter and Instagram accounts for six campaigns, Google AdWords Certified, SEO optimization.

Software used:

Education

PGDM in marketing

Red Academy - Vancouver, BC

October 2019 to Present

Bachelors Of Engineering in Electronics & Telecommunication in Electronics & Telecommunication

DevOps School in Digital Lync - Hyderabad, Telangana

March 2017 to September 2017

DY Patil College of Engineering - Pune, Maharashtra

2014

Central Board of High School Secondary - Solan, Himachal Pradesh, IN

August 2005 to August 2007

St. Thomas School - Shimla, Himachal Pradesh

1993 to 2005

Senior Secondary School

Skills

- PPC Campaign Management
- Search Engine Optimization (SEO)
- CI/CD
- AWS
- Google Cloud Platform
- Big data
- Google Tag Manager
- Git
- Cakewalk
- Google AdWords
- Google Webmaster
- Google Analytics

- Hoot Suite
- Analytics
- SEM
- Google Ads
- WordPress
- Google Tag Manager
- Google Analytics
- Google Analytics 360
- Conversion optimization
- Google Cloud Platform
- Analytics
- Google AdWords
- Facebook Advertising
- Google Ads
- Analysis skills
- JSON
- Git
- APIs
- JavaScript
- MySQL
- Digital Marketing

Languages

- English - Advanced
- Hindi - Advanced

Certifications and Licenses

Google AdWords Certification

Google Ads Certification

Bing Ads Certification

Google Cloud Associate Engineer

Present

Google Analytics Certification

Present