

# 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

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### **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

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### **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

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- 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

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- English - Advanced
- Hindi - Advanced

## Certifications and Licenses

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### **Google AdWords Certification**

### **Google Ads Certification**

### **Bing Ads Certification**

### **Google Cloud Associate Engineer**

Present

### **Google Analytics Certification**

Present