

CHRISTIAN LARREA

Data Analytics Engineer

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🌐 Web **in** LinkedIn **ID** Orcid 📍 Gibraltar

WORK EXPERIENCE

MarTech Executive | **tombola**

Jan 2024 – Presently, Gibraltar, GIB

- Led proof-of-concept initiatives for CDP solutions, assessing organizational fit.
- Executed server-side data activation on advertising platforms to enhance campaign efficiency.
- Deployed and quality-assured client-side tracking tags, ensuring accurate web analytics data collection.
- Developed and implemented streamlined processes, enforcing industry best practices.

Implementation Engineer | **Spotlight Sports Group**

Apr 2022 – Aug 2023, London, GBR

- Owned and managed Segment CDP to collect, unify, and activate customer data from diverse sources, including web and mobile apps, databases, and CRM systems.
- Developed automated data governance policies, ensuring data accuracy and consistency.
- Configured and troubleshooted GTM to capture user behavioural data accurately.
- Collaborated with cross-functional teams to translate requirements into analytics implementation solutions.

Jr Implementation Analyst | **Spotlight Sports Group**

Sep 2021 – Apr 2022, London, GBR

- Designed and implemented custom JavaScript tags, improving data collection completeness and accuracy.
- Leveraged web scraping and automation techniques to gather data from external websites.
- Liaised with business stakeholders to create tracking plans, defining data collection methods and ensuring data accuracy validation.

Developer | **Freelance**

Apr 2020 – Sep 2021, Las Palmas, ESP

- Developed intuitive user interfaces for database querying, enabling end-users to efficiently search, filter, and retrieve data.
- Streamlined automated invoice generation processes by integrating various data sources.
- Delivered e-commerce projects with seamless integration of shopping carts, payment gateways, and shipping solutions.

Data Analyst | **XPS Pension Group**

Jan 2020 – Apr 2020 Belfast, GBR

- Developed VBA scripts for data modelling and visualisation to support decision-making and provide actionable insights.
- Managed sensitive and confidential financial client data.
- Collaborated with project management and client teams to understand and address data needs.

PROFILE

I am currently seeking new opportunities in MarTech and data analytics implementation engineering. My expertise and interests include customer data platforms, web analytics, data collection and quality assurance, and automation.

TRAINING

Master in React

Udemy
May 2023

The Complete JS Course

Udemy
May 2022

JS Algorithms and Data Structures

freeCodeCamp.org
May 2021

Responsive Web Design

freeCodeCamp.org
Mar 2021

Python for Data Science

EDX
Jun 2019

PhD Physical Chemistry

University of St Andrews
Jun 2018

MSc Chemistry

University of Liverpool
Jun 2013

SKILLS

Segment

Rudderstack

Snowplow

rETL

JS

React

HTML

CSS

SQL

dbt

Python

Node.js

API

LaTeX

Git

Stats

Spanish

English

Publication

Research

Project
Management

Customer
Service

Driving
Licence

First Aid

