CHRISTIAN LARREA

Data Analytics Engineer

📱 0752 2140 226 ✈ crlarrea@protonmail.com 🖱 Web
in LinkedIn ⓘD Orcid 📍 Gibraltar

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 · APIs

LaTeX · Git · Stats · Spanish

English · Publication · Research

Customer Service · Driving Licence

First Aid · Project Management

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 troubleshot 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.