

# Gavin Cameron

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Data Science, Analytics, Dashboards and Pipelines

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**Location:** Remote, USA

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## Experience

Freelance | Data Science, Analytics & Marketing Technology | September 2014 - Present

Expert implementation of dozens of Google Analytics properties in ecommerce, leadgen, marketplace platforms, healthcare, news, education and gaming.

### Services:

- Analytics event implementations, typically in GA4 but also in Amplitude, Segment, Heap or Pendo
- Marketing pixels done right
- Event design & taxonomy modeling
- Data centralization, warehousing and pipelines (AWS, Google Cloud, Azure)
- ML model development including Lifetime Value LTV, subscriber segmentation and churn risk scoring
- Product & marketing dashboards that combine web, product and back end transaction data

### Outcomes:

Measurable impact in over a decade of freelance work derived almost entirely by referrals e.g.:

- Reduced subscriber churn -2% via risk scoring, clustering and targeted campaigns
- Site layout, funnel and content optimization leading to improved sign up and conversion rate between 1% and 5%
- Enabled and informed marketing decisions and optimizations via simple yet indispensable and clear dashboards combining spend and conversion data

**Skills** Digital, product and marketing analytics, data pipelines, reports & dashboards. ML, business intelligence, lifetime value prediction (LTV) & attribution modeling

**Tools:** Google-Analytics & Tag Manager, SQL, Python, R, DBT, Docker, Github Actions, Lambda, Server Management, Tableau

**Integrations** Optimizely, Meta Facebook , TikTok, Affiliate Pixels, Google Ads, Big Query

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## Education

Heriot-Watt University, Edinburgh, UK — MA in Economics (2006)

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## Certifications

- [Google Analytics IQ](#)

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## Personal Interests

Spanish | Freediving | Calisthenics