

George Wellington

✉ georgewellingtonwork@gmail.com

📞 +44 7751144619

📍 High Wycombe, Buckinghamshire, UK

🔗 github.com/georgewelly

WORK EXPERIENCE

- **Uprise Up** Chesham (Hybrid)
Nov 2023 – Present
Data Engineer
 - **CRM Data & Lifecycle Tracking:** Designed and maintained data pipelines and analytics dashboards supporting digital CRM campaigns. Owned GA4 and Google Tag Manager implementations across multiple CMS platforms, coordinating event tracking, consent-aware measurement, and data quality. Leveraged BigQuery and Python to unify disparate data sources, enabling improved audience segmentation, lifecycle insight, and campaign performance reporting.
 - **Marketing Automation & Optimisation:** Built and maintained automated workflows using Python, Google Apps Script, and Google Sheets to support campaign execution, reporting, and operational efficiency. Reduced manual processing and improved the speed, accuracy, and scalability of marketing operations.
 - **Cookie Tracking & Compliance:** Led cookie consent banner strategy, implementation, and optimisation across 20+ client websites. Improved opt-in rates by up to 40% while ensuring compliant data collection and reliable tracking. Developed reusable scripts and templates for banner optimisation, common bug fixes, and industry-standard implementations.
 - **Industry Leadership & Advisory:** Selected as a member of the Usercentrics Advisory Board, contributing product feedback through conferences and industry forums. Spoke publicly on consent management, analytics, and evolving regulatory frameworks for data collection.
 - **Reporting, Attribution & Data Visualisation:** Created client-facing dashboards visualising multi-touch user journeys and marketing funnels. Delivered actionable insights through behavioural analysis and A/B testing, consolidating multiple data sources into a single, trusted reporting layer. Advised on multi-channel strategy during peak periods using data-led performance insights.
 - **Paid Digital Campaign Support:** Managed paid digital activity across Google Ads, Ad Grants, and Microsoft Ads. Supported campaign planning, build, tracking, and optimisation through regular performance reporting, delivering significant improvements in ROAS through brand and non-brand analysis.
 - **Data Auditing, Consultancy & Troubleshooting:** Conducted 25+ client audits across Google Analytics, Google Tag Manager, and cookie compliance implementations. Diagnosed complex tracking, attribution, and data quality issues, leading remediation through configuration changes, targeted code updates, and ad-hoc tracking solutions. Used diagnostic and SEO tools including Screaming Frog and PageSpeed Insights to resolve structural, performance, and measurement issues. Delivered client training on GA4, Looker Studio, Tag Manager, and consent tooling.
 - **Project Leadership: Charity Digital Benchmark:** Project lead for the Charity Digital Benchmark, owning end-to-end delivery of the service. Coordinated stakeholders across onboarding, audits, and in-depth consultation, and progressively enhanced the product using REST APIs, scalable data engineering practices, and advanced visualisation techniques. Automated data ingestion from GA4, public datasets, and SEO tools, expanding dashboard coverage through iterative testing and feature development.
- **Social Media Manager** May 2017 – July 2018
Carnival Merchandise
 - **Content Creation:** Creating, scheduling, and automating templated Instagram content, supported by engagement analysis.

- **Private Tutor** Sept 2016 – Present
Self-employed
 - **Tutoring:** Delivering high-quality lessons to a total of 15 students, teaching Maths, Physics and English. Tailored individual lesson plans and created past papers to personally support each student

EDUCATION

- **BSc (Hons) Computer Science** The University of Birmingham
Grade 2:1 Graduated July 2023
 - **Favourite Modules:** Machine Learning (95%) , Intelligent Robotics (75%) , Software Design Study (80%) , Robot Programming (79%)
 - **Events:** Participated & presented multiple projects at Hackathons such as *Hack the Midlands*, creating projects such as "Stay Safe Selly", a social media scraping and monitoring tool to distribute safety alerts in the local community.
 - **Leadership:** Held a committee position as Social Secretary at the Birmingham Kabaddi club, organising events such as dinners and social outings with local businesses, as well as securing funding and running a national University tournament.
- **Royal Grammar School** RGS High Wycombe
GCSE and A-Levels
 - **A Levels:** AAA - English Literature, Maths, Computer Science
 - **GCSE:** A* in Maths and English, 8 As, 1 B
 - **Achievements:** Was made Head Prefect of Computer Science / Computer Science Ambassador. Recipient of Computer Science award and placement at Villiers Park residential.

PROFESSIONAL SKILLS

- **Programming Languages:** HTML, CSS, JavaScript, TypeScript, SQL, Java, Python
- **Professional Tools:** Git / VCS, Google Cloud Platform, BigQuery, Looker Studio, Google Analytics / GA4, Google Tag Manager / GTM, Photoshop, Sony Vegas, REST APIs, Google Ads, Microsoft Ads, Screaming Frog, VS Code, JetBrains IDEs

EXTRA-CURRICULAR

- **Kabaddi:** Competed internationally for England in Kabaddi, representing the national team at tournaments in Bangladesh, Poland, Italy, the Netherlands, and Scotland. Played in the British Kabaddi League, broadcast on BBC iPlayer, and provided guest commentary at national competitions.
Acted as a representative and advocate for the sport through national media, including multiple radio features and print interviews.
Qualified and practised as both a referee and a coach, and served on the UK training committee, organising and delivering training sessions and competitions for athletes across England.
- **Side Projects:** Alongside my professional role, I maintain a strong interest in technical side projects across both hardware and software. This includes building and maintaining multiple PCs, including a home server, and developing applications and tools. Most recently, I created an open-source cookie consent template for Google Tag Manager. Previous projects include social media integrations between Letterboxd and Discord, and a communications application for private, discreet automated messaging, and location sharing.