

# Jay Isamaliya

## Google Analytics Expert

✉ jayisamaliya77@gmail.com

📍 Surat, Gujarat, India. - 395004

📅 May 4th, 2002

[in](#) LinkedIn

🖱 Portfolio



## PROFILE

Hello, I am Jay Isamaliya. I'm a GA4, GTM expert who loves helping businesses track their website traffic and conversions. I'm certified by Google in both platforms, and I have experience working with a variety of businesses, from small startups to large enterprises.

## PROFESSIONAL EXPERIENCE

April 2022 – present  
Surat, India

**sparktouch solutions**, Google Analytics, Google Tag Manager

I have worked for as a intern to Senior in google analytics, Conversion tracking, Advanced KPIs Tracking, Working with platforms like GTM, GSC, GAds, many more. And always learning new skills in data visualization, programing, digital marketing, etc.

## EDUCATION

July 2019 – March 2023  
Vadodara, Gujarat

**Parul University**, B. Tech. (Computer Science & Engg.)

Completed bachelor of engineering in computer science and engineering branch from Parul University in 2023. Had a great time learning, socializing and meeting new people.

## SKILLS

### Web Analytics

Google Analytics (Advanced)

Google Tag Manager (Advanced)

Adobe Analytics, Adobe Launch (Beginner)

### Digital Marketing

SEO (Intermediate)

SEM, Google Ads (Intermediate)

Other Marketing Channel (basic)

### Knowledge In

Google Cloud

CRM Platform

R language

### Data Visualization

Looker Studio (Advanced)

Tableau (Intermediate)

Power BI (Intermediate)

### Programing

HTML, CSS (Advanced)

JavaScript (Intermediate)

SQL, BigQuery (Intermediate)

Python (basic)

### Soft Skills

Team Work

Communication

## PROJECTS

### Google Analytics API

I have made this project using HTML, CSS, JavaScript to make dashboard that shows data from google analytics.

### Server Side Tracking

I have implemented and worked on server side tracking, using google tag manager with server configuration

### GTM Custom Template

Created GTM Custom Tag Template to pushes GA4 Ecommerce dataLayer using UA Ecommerce dataLayer without conducting developer.

## CERTIFICATES

### GA Individual Qualification

*Skillshop*

### Digital Marketing Course

*Google Digital Garage*

## LANGUAGES

English

Hindi

Gujarati

## INTERESTS

Watching Documentries • Travelling • Reading