

# Jigar Trivedi

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## Summary

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Data Analyst and Developer with 3.8+ years of experience in web analytics and front-end development. Skilled in GA4, GTM, Adobe Analytics, Looker Studio, and Adobe Target for tracking and optimization. Adept at building scalable Angular applications and delivering actionable insights through data-driven reporting.

## Education

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**BE Gujarat Technological University**, Computer Science

July 2018 to May 2022

- CGPA: 8.13/10

## Experience

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**Tatvic Pvt Ltd**, Technical Analyst

Jan 2022 to Apr 2023

- As a Technical Analyst and Web Developer, I bring a wealth of expertise in JavaScript, Node.js, Google Analytics, Google Tag Manager, Adobe Target and automation using Google Apps Script.
- Worked with the different clients to provide Analytics solutions for their Websites and Applications.

**Tatvic Pvt Ltd**, Sr Technical Analyst

May 2023 to Aug 2024

- Built an online exam portal (Node.js, React.js, MongoDB) to streamline company exams, enhance user experience, and deliver data-driven candidate insights for informed decision-making.
- Worked on the different CRO tools like Google Optimize, Adobe Target, VWO, and Convert to run Experimentation on the client website.

**Saras Analytics**, Web Analyst

Sept 2024 to Present

- Leveraged strong expertise in JavaScript, Angular, Google Analytics (GA4), Adobe Target, and Google Tag Manager to build data-driven tracking and reporting solutions.
- Developed and implemented custom GTM tags, triggers, and variables to ensure precise tracking and deliver actionable business insights.
- Collaborated with cross-functional teams to gather, validate, and deploy Analytics tracking requirements, ensuring data integrity and alignment with client goals.
- Designed and maintained Looker Studio dashboards to visualize GA4 and BigQuery datasets, providing clear insights into user behavior and performance metrics.
- Worked on Shopify Analytics to monitor eCommerce KPIs, improve reporting accuracy, and enhance overall marketing performance visibility.

## Projects

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### Analytics Implementation for Diverse Client Projects

- setup and configuration of Google Analytics 4 (GA4) and Google Analytics 3 (GA3) implementations for a range of clients spanning the Banking, Financial Services, and Insurance (BFSI) sector, Publishers, and E-commerce industries.
- Worked on the CRO tools Adobe target, Google Optimize and VWO to perform AB test
- Collaborated closely with clients to understand their specific tracking requirements and business goals, ensuring tailored implementations that provided actionable insights.

### **Server-Side GTM Configuration and Facebook Conversion API Integration**

- Successfully implemented server-side Google Tag Manager (GTM) configurations and integrated the Facebook Conversion API for multiple client projects

### **Real-Time Data Integration from Google Analytics to BigQuery via Server-Side GTM**

- Developed a custom tag template within server-side Google Tag Manager (GTM) to facilitate the real-time transmission of Google Analytics hits data to BigQuery for client project
- Reduced reporting latency by 40 percentage via real-time GA-BigQuery integration using server-side GTM.

## **Technical Skills**

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**Analytics:** GA4, GTM, Adobe Analytics, Adobe Target, Looker Studio, Facebook Conversion API, Server-side GTM

**Development:** JavaScript, TypeScript, Angular, Next.js, CSS

**Backend/DB:** Node.js, MySQL