

# Justin Duckett

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## PROFESSIONAL SUMMARY -----

Digital Analytics Lead with 10+ years of experience building data systems that help product teams make better decisions. I work across the full analytics stack, from website tracking and tag management to data pipelines and reporting. Skilled at leading cross-functional teams, communications insights to executives, and turning complex data into clear, actionable results.

## TECHNICAL SKILLS -----

- **Data Engineering & Warehousing:** Google BigQuery, dbt (Data Build Tool), SQL, Python (Pandas, NumPy, Requests), ELT/ETL Pipelines, REST APIs (GA4 API, Google Maps API)
- **Digital Analytics & Tag Management:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Data Layer Architecture, Cross-Domain Tracking, Conversion Tracking
- **Visualization & Reporting:** Looker Studio, Tableau, Dashboard Design, Executive Reporting
- **Development & DevOps:** Python, JavaScript, HTML/CSS, Git, GitHub Actions (CI/CD), Google Colab
- **Governance & Compliance:** Privacy Impact Assessments (PIA), Data Standardization, Marketing Technology Integration (Google Ads)

## EXPERIENCE -----

**Analytics Lead**, Cabinet Office, Government of Ontario | July 2015 - Present

*Manage the digital analytics platform used by 400+ staff, supporting digital services that reach millions of Ontarians.*

### **Enterprise Data Engineering & Automation:**

- Engineered a fully automated reporting pipeline using Python and the GA4 API to deliver monthly insights to the Premier's Office and senior executives, reducing manual prep by **16 hours/month**.
- Built a Python-based geocoding workflow using the Google Maps API to process 9,000+ retail locations, eliminating **300+ hours** of manual entry for a high-traffic product that served 450,000 users.
- Collaborated with cross-functional teams (product, marketing, communications) to define KPIs and deliver actionable insights that informed digital strategy.

### **Implementation & Architecture:**

- Architected an enterprise-wide tracking system using Google Tag Manager, implementing standardized data layer schemas to ensure consistent data ingestion across 25+ government platforms.
- Designed and deployed cross-domain tracking solutions to capture end-to-end user journeys, enabling path analysis and marketing attribution across disparate service domains.
- Achieved **60% cost savings** by leading the migration of 25+ sites to Google Analytics 4.

### **Strategy & Governance:**

- Authored a 67-page Data Privacy Impact Assessment (PIA), establishing data governance standards that reduced compliance burden for product teams **by 90%**.
- Integrated GA4 Key Events with Google Ads, resulting in 30% increase in marketing spend efficiency through improved automated bidding and targeting.

**Writer, Producer, Web Editor**, CTV News, Bell Media | July 2013 - July 2015

- Produced high-stakes news content under **hourly deadlines**, demonstrating ability to work autonomously in a fast-paced national newsroom.
- Increased web traffic by **20%** year-over-year by analyzing real-time data trends to guide editorial strategy.

## TECHNICAL PROJECTS -----

### **Serverless ELT Data Pipeline (Toronto Bike Share) | *Python, dbt, BigQuery, GitHub Actions***

*Designed a production-grade, zero-cost data pipeline demonstrating modern data engineering practices.*

- Built Python ingestion scripts to extract transient API data and load into BigQuery, preserving historical records for trend analysis.
- Implemented dbt for SQL transformation layer with automated testing, version-controlled logic, and self-documenting data models.
- Deployed serverless CI/CD orchestration using GitHub Actions with secure credential management, achieving 24/7 automated operation.
- Created advanced analytics metrics (Stockout Rates, Zombie Station detection) to identify operational failures for fleet rebalancing.

## EDUCATION -----

**Certificate, Key Capabilities in Data Science**, University of British Columbia | 2022

**Bachelor of Arts, Media, Information and Technology**, Western University, London, ON | 2011