

# Justin Duckett

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## PROFESSIONAL SUMMARY -----

Digital Analytics Lead with 10+ years of experience building enterprise data infrastructure. Expert in bridging business strategy with technical implementation using Python, SQL, dbt, and the Google Cloud and Marketing Platforms. A self-directed leader who combines technical and communication skills to translate complex data into executive-level decision-making.

## TECHNICAL SKILLS -----

- **Data Engineering & Warehousing:** dbt (Data Build Tool), Google BigQuery, SQL, GitHub Actions (CI/CD), ELT/ETL Pipelines, APIs.
- **Languages & Scripting:** Python (Pandas, NumPy, Requests), JavaScript, HTML, CSS.
- **Analytics & Visualization:** Google Analytics 4 (GA4), Google Tag Manager, Looker Studio, Tableau.
- **Governance:** Data Privacy Impact Assessments (PIA), Data Layer Architecture, Cross-Domain Tracking.

## EXPERIENCE -----

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

*Lead a team overseeing digital analytics infrastructure for 400+ staff, driving data strategy for services used by 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** while ensuring narrative accuracy.
- Developed a Python-based geocoding workflow using the Google Maps API to process 6,000+ retail locations for a high-traffic "Alcohol Availability Map," eliminating **200+ hours** of manual entry.
- Designed the backend logic to append geospatial data to retail inventory, supporting a product that served **450,000 users** during a critical labour disruption.

### **Implementation & Architecture:**

- Architected an enterprise-wide tracking system across Ontario.ca and related service domains to capture end-to-end user journeys.
- Built and deployed complex Google Tag Manager (GTM) containers and defined a standardized Data Layer schema to ensure consistent data ingestion across disparate government platforms.
- 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), standardizing privacy protocols and reducing compliance burdens for product teams by **90%**.
- Collaborated with marketing teams to link GA4 Key Events with Google Ads, resulting in a **30% increase** in marketing spend efficiency.

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

- Produced accurate, high-stakes news content under **hourly deadlines**, demonstrating the 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 "set and forget" data pipeline to analyze transit availability in real-time.

- **Ingestion:** Built Python scripts to extract transient data from the Toronto Bike Share API and load it into Google BigQuery.
- **Transformation:** Implemented dbt (data build tool) to model raw data into historical records, utilizing version-controlled SQL logic and automated testing to ensure data quality.
- **Orchestration:** Deployed GitHub Actions for serverless CI/CD and cron scheduling, achieving a zero-cost infrastructure architecture.
- **Analytics:** Created advanced metrics (e.g., Stockout Rates) to identify operational failures ('Zombie Stations') 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