Jordan Singh

Web Analytics Developer

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Professional Summary

Web Analytics Developer with 5 years of experience architecting analytics tracking, configuring GTM containers, and translating business KPIs into technical tagging requirements. Strong collaboration with marketing and dev teams to drive actionable insights.

Skills

Google Tag Manager, GA4, JavaScript, Data Layer Design, Tag Debugging, Consent Management Platforms, Adobe Analytics, BigQuery, SQL, User Behavior Analysis

Experience

Web Analytics Developer - MetricPoint Digital (2020 - Present)

- Designed scalable GTM containers and implemented cross-domain tracking.

- Created measurement strategies and documentation for enterprise clients.

- Integrated consent management platforms with analytics and media tags.

Implementation Specialist - Dashlytics (2018 - 2020)

- Executed complex tagging implementations for web and mobile apps.

- Worked with data engineers to pipe event data into BigQuery for modeling.

Education

B.S. in Information Systems, University of Michigan, 2017