

# Natalie Chen

*Senior Web Analytics Developer*

*natalie.chen@email.com*

## Professional Summary

Senior Web Analytics Developer with over 8 years of experience building advanced analytics infrastructures, managing tag management systems, and leading data strategy for cross-channel attribution. Specialist in technical implementation of marketing analytics and privacy-compliant tracking frameworks.

## Skills

GA4 Architecture, Advanced GTM, Data Layer Engineering, Consent Frameworks, Adobe Analytics, Python for Tagging QA, BigQuery, Server-Side Tagging, SQL, Team Leadership

## Experience

Senior Web Analytics Developer - Revlytics Group (2019 - Present)

- Led GTM and server-side tracking implementation for global e-commerce brands.
- Developed cross-platform dataLayer standards and documentation.
- Managed data governance and GDPR-compliant analytics strategies.

Analytics Implementation Lead - DeltaScope (2015 - 2019)

- Built attribution pipelines integrating GA, media tags, and backend conversion tracking.
- Conducted analytics training workshops for developers and marketers.

## Education

M.S. in Data Science, University of Southern California, 2014