Ryan Ptomey

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Current role	Data Engineer at Adswerve
Experience	Marketing, Analytics, Agency, Advertising
Technologies	GCP, HTML, JavaScript, Python, Google Analytics, Terraform, BigQuery, Git, Data Studio, Tableau, Redshift

I want to work for a company that...
Encourages me to discover what kind of work leaves me feeling energized, affords me opportunities to challenge myself with exciting projects, and provides support for personal growth and development.

Work experience

Data Engineer, Adswerve 🛡   Jul 2022 - Present (2y 11m)

Consulting and implementation services for marketing clients
Marketing · Analytics · Agency

`GCP` `HTML` `JavaScript` `Python` `Google Analytics` `Terraform` `BigQuery` `Git`

- Updated open-source Google Analytics Python library to support the new GA4 Measurement Protocol API.
- Created repeatable solutions process for implementing server-side tracking using Cloud Run and Terraform, ensuring smooth client onboarding.
- Refactored, expanded, and improved JavaScript code for monitoring client-side engagement with embedded video players (YouTube, HTML, Qumu, Anvato).
- Developed BigQuery tables and automated refresh processes to enable seamless reporting in Tableau and Looker Studio.

Senior Digital Analyst, Adswerve 🛡   Aug 2019 - Jul 2022 (2y 11m)

Consulting and implementation services for marketing clients
Marketing · Analytics · Agency

`HTML` `JavaScript` `Google Analytics` `BigQuery` `Data Studio` `Git`

- Managed data collection implementations and developed web analytics strategies for enterprise clients across various industries and business models.
- Wrote JavaScript code snippets to facilitate custom data collection, enhancing tracking capabilities.
- Provided technical expertise in debugging tracking implementations and investigating data anomalies for improved accuracy.
- Generated data-driven dashboards that effectively communicated insights to executives and media buying teams.
- Led training sessions on web analytics technologies, delivering impactful presentations to audiences of varying sizes.

Manager of Web Analytics, Alight Analytics ⓒ   Apr 2018 - Aug 2019 (1y 4m)

Marketing performance measurement for B2B and B2C clients
Marketing · Analytics · Agency

`HTML` `JavaScript` `Tableau` `Google Analytics` `Redshift` `Data Studio`

- Managed a team of web analytics specialists, delivering tailored reporting solutions to meet client needs.
- Educated sales, project managers, and Tableau specialists on Google Analytics data model and interface.
- Enhanced implementation capabilities with reusable JavaScript code and templatized Google Tag Manager containers.
- Conducted internal training sessions for groups ranging from 5 to 50 individuals.
- Achieved a team-wide client retention rate exceeding 95%.
- Provided advanced analysis and investigation services to priority clients.

Marketing Insight Analyst, Alight Analytics ⓒ   Feb 2016 - Apr 2018 (2y 2m)

Marketing performance measurement for B2B and B2C clients
Marketing · Analytics · Agency

`HTML` `JavaScript` `Tableau` `Google Analytics` `Data Studio`

- Collaborated with a dedicated team to deliver exceptional service to key clients, ensuring utmost client satisfaction.
- Provided expert guidance to external development teams on implementing GA Enhanced Ecommerce tracking for websites and mobile apps.
- Adapted implementation strategies to overcome site-specific challenges, such as single page application architecture, enhancing tracking efficiency.
- Consulted with clients to align visitor behavior tracking with their desired actionable insights, optimizing marketing strategies.
- Recognized the importance of JavaScript, RegEx, and CSS skills at the analyst level, advocating for training opportunities and fostering professional growth.

Account & Product Coordinator, Adknowledge ▦   Mar 2012 - Dec 2015 (3y 9m)

Advertising · Agency

Senior Account Manager, Adknowledge ▦   Oct 2010 - Mar 2012 (1y 5m)

Advertising · Agency

Account Manager, Adknowledge ▦   May 2009 - Oct 2010 (1y 5m)

Advertising · Agency

Education

Harvard University   Aug 2021 - Nov 2021 (3m)

Certification CS50w: Web Programming with Python and JavaScript

Harvard University   Apr 2021 - Aug 2021 (4m)

Certification CS50x

University of Kansas   Aug 2012 - Dec 2016 (4y 4m)

Masters Degree Marketing Communications

Loyola University of Chicago   Aug 2005 - May 2009 (3y 9m)

Undergraduate Degree English

Snippets

Google Bulkdozer Fork   � **github.com**
Open-source AppsScript project for managing campaigns in Campaign Manager 360 via the CM360 API. Worked on updating recent code to support expanded use cases, such as inserting/deleting dynamic targeting keys and updating video placement transcode configurations.

GA4 Measurement Protocol Support for Python   ⌂ **github.com**
Open-source Python library for sending data to Google Analytics via the GA4 Measurement Protocol. Contributions included research and development to update the library to support both gtag and Firebase data collection models and to include new, required parameters. Added functionality to solve persistence issues and make ecommerce tracking more reliable. Expanded documentation and examples to aid the new user experience.

Adswerve IP Tool   ⌂ **adswerve-ip-address-tool.web.app**
A simple Django website developed for internal users who need to work with ranges of IP addresses expressed in CIDR notation. Currently capable of turning a pair of IPv4 addresses into CIDR and turning CIDR into RegEx that will match all of the network's IPv4 addresses.

Adswerve Standards Video Tracking Scripts
Scripts written for deployment via Google Tag Manager (GTM) for tracking user interactions with embedded video players, such as YouTube and the built-in HTML5 video element. Listens for events from the player API, then pushes metadata to GTM's dataLayer. Contributions include updating a gtag.js script to support both Universal Analytics and GA4, plus implementing additional functionality like tracking impressions of the video player using the Intersection Observer API. Code is not publicly available, but samples may be provided upon request.

More about me

I want to work for a company that...

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I'm making a career change because...

After over a decade of working in account management, I realized the most fulfilling tasks for me were using code to solve problems, and I wanted to refocus my career towards work that I enjoy.

The coolest side project I've built is...

A social media website using Django, built for my certification program. I really enjoyed getting to make the front and back end work together in harmony.

Interests

Video Games, Star Wars, Soccer, BBQ, Travel