AMIT SHARMA

WEB & APP ANALYTICS CONSULTANT

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📞 +91 7879778908

SKILLS

- **Web & App Analytics**: GA4, Google Tag Manager 360, GA4360, Firebase
- **Tag Management & Implementation**: GA4 Tags, Consent Mode, Enhanced Conversion
- **Digital Marketing**: SEO, SEM, Paid Marketing, Social Media Optimization, Email & SMS Marketing
- **Data Analysis & Visualization**: Google Data Studio, Reporting Automation, KPI Development
- **Web Development Knowledge**: HTML, JavaScript, SQL
- **Campaign Management**: Facebook, Google Ads, Floodlight, TikTok, Twitter, LinkedIn Pixels
- **Server-Side Implementation** – Facebook CAPI and Server Side Tracking via GCP and other cloud platforms
- **Third-Party Implementation** – Meta, Snapchat, Twitter, TikTok, LinkedIn, Floodlight Pixel, and Conversion tracking.

SUMMARY

Results-driven Digital Analytics Consultant with over 12 years of expertise in **Web and App Tracking, GA4 Implementation, Third-Party Integrations, Server-Side Tracking, Looker Studio Dashboards, Data Visualization, and Digital Marketing**. Proficient in creating impactful KPIs, analytics strategies, and advanced data analysis using Google Analytics 360 Suite and Google Tag Manager 360.

EXPERIENCES

Sep 2022 to Present — *Uplers (Incubeta UK Limited) (Remote)* — **2+ Years**
Senior Analytics Implementation Specialist

- Working with Uplers Limited on a contract with Client Incubeta UK Limited to provide web analytics implementation (GA4), Analysis, Reporting, and CRO.
- Responsible for the complete implementation cycle – Kickoff Call, Scoping, Web measurement plan, Solution Design, Implementation, QA, and Client handover.
- Proficient in third-party implementation of Facebook, Google Ads, Floodlight, Tiktok, Twitter and LinkedIn Pixels
- Successfully implemented Facebook CAPI, Consent Mode, Google Enhanced conversion and Server side tracking projects.
- Proactively identify opportunities for continuous improvement in site tagging, analytics, and testing.

Jan 2017 – July 2022 — *Guarented Rentals Pvt. Ltd.* — **5 Years 7 Months**
Head of Marketing& Analytics

- Worked with Guarented to provide web analytics implementation, Analysis, and CRO.
- Proactively identify opportunities for continuous improvement in site tagging, analytics, and testing
- Identify traffic trends, pathing issues, and opportunities for improving site conversion rates
- Act as administrator of web analytics tool, working internally to support and train others on the effective use of the tool
- Perform in-depth analysis of information from multiple data sources (web analytics data as well as external data) and provide significant insights into factors impacting online results

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EDUCATION

BACHELOR'S DEGREE
Rajiv Gandhi Prodyogiki Vishwavidyalaya (Indore, Madhya Pradesh)
2007 - 2011

SENIOR SECONDARY
Fatima Convent H.S. School Nagda (Dis Ujjain,Madhya Pradesh)
2005 - 2007

CERTIFICATIONS

Google Analytics Certified
Google Tag Manager Certified
Google AdwordsCertified
Mobile Experience Certified

REFERENCE

Name – *Rafeeqah Mollagee*
Email – *rafeeqah@gmail.com*
LinkedIn – *https://www.linkedin.com/in/rafeeqahmollagee/*

- Produce daily, weekly, monthly, and quarterly reports relating to outcomes based on the data analysis for various audiences, including management and marketing
- Managed Online & Offline Marketing Activities (SEO, Paid Marketing, Social Media Optimization, ATL, BTL, Business Alliances)

Jan 2016 – *Onters*
Dec 2026   *Digital Marketing & Analytics Manager*   **1 Year**

- Plan, set up, execute and manage SEM and display advertising campaign.
- Implementing Advanced Analytics Tracking via Google tag manager
- Social Media Engagement Marketing, Research & Analysis
- Website Performance Analysis, Channel Attribution Analysis
- Manage Report Automation
- Weekly & Monthly Reporting with Excel and Data Visualization Tool.

June 2012 – *Galaxy Weblinks Pvt. Ltd.*
Jan 2016   *Digital Marketing Executive*   **3 Years 7 Months**

- Individual contributor in implementing Analytics Tracking via Google tag manager
- Handling Social Media Advertising (Facebook, Twitter, LinkedIn Ads)
- Generate Google Analytics, Adobe analytics reports
- Website Performance Analysis, Channel Attribution Analysis
- Create User Segmentation and Personalization of site as per user experience.
- Website Performance Tracking and Evaluation
- Handled complete SEO of multiple clients
- Handed Paid Media Accounts