# SCOTT GRESACK

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**Professional Summary**Results-driven Martech and Data Governance Specialist with expertise in enterprise-level data collection strategies, data quality, and privacy compliance (e.g., GDPR, CCPA). Skilled in integrations across Adobe Launch, Tealium iQ, and Google Tag Manager. Experienced in scaling data architecture, defining standards, and optimizing customer journeys using Adobe Experience Platform, AJO, and CJA. Adept at unifying business and technical teams and delivering compliant, high-impact experiences using web and mobile SDKs, XDM schemas, and advanced validation methods.

## Core Technical Skills

**Languages & Frameworks:**  
JavaScript(ES6+), SPA libraries, alloy.js ( adobe web sdk), Adobe Mobile SDKs (iOS/Android), Swift, Kotlin, SQL, noSQL, app measurement, Mobile Core, and AEP Mobile Edge Libraries.  
**Backend & APIs:**  
REST APIs, Adobe Experience Platform APIs, Server Side Tagging (Adobe & Google), JSON, Identity stitching, Data Prep (AEP), Testing Libraries, Target, AJO, Monetate, Medallia, Decibel (DXA), Quantum Metric, Firebase SDK  
**Platforms & Tools:**  
Adobe Experience Platform (AEP), Adobe Journey Optimizer (AJO), Adobe Analytics, Adobe Launch, Tealium iQ, Customer Journey Analytics (CJA), Google Analytics (GA4), Google Tag Manager (Web & Server-Side)  
**Validation & QA:**  
Adobe Assurance, Charles Proxy, Chrome DevTools, Omnibug, Adobe Debugger Extension, Consent validation tools  
**Data Analysis & Activation:**  
Adobe Analytics Workspace, CJA Workspaces, advanced segmentation, audience building, Data layer design and architecture, campaign pixeling (Meta, Snap, TikTok, LinkedIn) web, mobile, and server-side  
**CDPs & Identity:**  
Adobe RTCDP, XDM Schema Design, identity resolution, profile enrichment, real-time data ingestion, batching data ingestion

## Experience Manager, Data Collection and Tagging Implementation – CVS Health (Remote) | Apr 2023 – Present

* Architected and implemented Adobe Experience Platform (AEP) for large-scale customer data collection, integrating XDM schemas, Dataprep, and Mobile SDKs to unify data across platforms.
* Developed identity resolution and enrichment strategies using AEP Real-Time CDP, enabling online/offline profile stitching and scalable audience personalization.
* Replaced legacy SDKs with Edge Core, ensuring compliance with Apple ATT and privacy standards.
* Led migration to Adobe Web SDK and Mobile SDK, improving tracking precision and unlocking real-time event-based personalization.
* Established QA and validation best practices across front-end, mobile, and analytics workflows, enabling collaboration across engineering and data teams.
* Delivered hands-on enablement and internal training to drive adoption of Adobe Experience Cloud tools and scalable Martech infrastructure.

### Analytics Implementation Consultant II – BlastX (Remote) | Aug 2020 – Apr 2023

* Delivered AEP and Tealium iQ integrations for healthcare and DTC clients.
* Migrated from GAU/GA4 to Adobe ecosystem using XDM schemas and Dataprep.
* Implemented pixels for Google, Meta, TikTok, and LinkedIn and optimized journey analytics.

### Analytics Implementation Engineer – Search Discovery (Cleveland, OH) | Jan 2020 – Jul 2020

* Delivered Adobe and Google analytics implementations.
* Built 3 custom Domo apps using Node.js and Vue.js.
* Completed 3-month internal bootcamp in analytics engineering.

## Certifications & Education

- **Tealium iQ**: Product Certified, Basic & Advanced  
- **Google Analytics IQ**: Certified (GAU & GA4)  
- **Cleveland Code**s (2019): Full-stack bootcamp (C#, .NET, SQL)  
- **MTA Certified:** Database Fundamentals, HTML/CSS, JavaScript  
- **Master’s in Talmudic Law** – Telshe Rabbinical College (2010–2017)