

# Wataru Murata

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## SUMMARY

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I am a Digital Analytics Engineer with 5 years of experience, deep expertise in Google Analytics (GA) and Google Tag Manager (GTM). Currently advancing my cybersecurity knowledge at the Canadian College of Technology and Business (CCTB).

## EXPERIENCE

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### Digital Analytics Engineer

Jun 2020 – Nov 2023

*DMM.com Group*

*Tokyo, Japan*

- Managed over 40 Google Tag Manager (GTM) containers using GTM 360's zone function, implementing a hierarchical setup for efficient oversight
- Led the transition from Universal Analytics to Google Analytics 4 (GA4), ensuring dual tracking and early GA4 adoption
- Implemented server-side GTM on Google App Engine to enable tracking without third-party cookies
- Automated department code uploads to GA using Python with GTM API, integrating CircleCI for updates
- Developed and maintained a tracking system installed on all websites, handling 2.5 billion page views per month
- Utilized SQL queries in BigQuery for data verification and addressed discrepancies to ensure data reliability
- Optimized website performance by identifying and resolving JavaScript issues using Chrome DevTools, significantly improving site efficiency

### Web Developer

Aug 2021 – Oct 2021

*Navicks Works*

*Chiyoda, Tokyo, Japan*

- Developed a clinic reservation service using Laravel and Vue.js

### Web Developer

Mar 2020 – Mar 2021

*Plus Inc.*

*Tokyo, Japan*

- Specialized in WordPress theme development and website construction

### Web Developer

Aug 2019 – Nov 2019

*Smart Social, Inc.*

*Tokyo, Japan*

- Developed relocation information service with Laravel that allows you to apply for all the necessary procedures for moving
- Executed front-end development tasks, enhancing the site's user experience using jQuery

### Server Engineer

Jun. 2018 – May 2019

*NTT Communications*

*Chiyoda, Tokyo, Japan*

- Contracted Employee through Persol Technology Staff Co., Ltd.
- Maintained and operated Oracle Service Bus
- Developed an internal web portal using PHP and JavaScript
- Set up proxy services using Nginx and implemented system monitoring with Zabbix

### System Administrator

Oct. 2015 – Mar. 2016

*Riverfront Research Center*

*Tokyo, Japan*

- Managed in-house server (Windows Server 2008)
- Operated the internal help desk, including PC setup, management, and macro creation using VBA

## EDUCATION

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### Canadian College of Technology and Business (CCTB)

Vancouver, BC

*Postgraduate Certificate in Cybersecurity*

*Jan. 2024 – Jan. 2026*

### The Open University

Tokyo, Japan

*Bachelor of Liberal Arts Informatics*

*Apr. 2019 – Mar. 2024*

### Hiroshima University

Hiroshima, Japan

*Bachelor of Laws*

*Apr. 2007 – Mar. 2012*

CERTIFICATIONS

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<b>Certified in Cybersecurity (CC)</b> <i>ISC2</i>	Aug. 2024
<b>Google BigQuery and SQL with Google Analytics 4</b> <i>Google</i>	Mar. 2024
<b>Google Analytics Certification</b> <i>Udemy</i>	Mar. 2024

TECHNICAL SKILLS

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**Languages:** Python, PHP, JavaScript, HTML/CSS, SQL  
**Frameworks:** Laravel, Django, React, Vue.js, WordPress  
**Analytics Tools:** Google Analytics, Adobe Analytics, Google Tag Manager, Google BigQuery  
**CI/CD:** Docker, CircleCI, Terraform, Github Actions, Vercel  
**Developer Tools:** Git, VS Code, PyCharm, IntelliJ