Cristhian Velásquez Marcano

Digital Analyst / Analytics Implementation — I measure what happens and explain why

Madrid, Spain · +34 614 10 66 24 · velasquez.cristhian@gmail.com · linkedin.com/in/cristhianvelasquez · github.com/cristdvel · cristhianvelasquez.com

PROFILE

Hybrid profile: I build the system that measures, then explain what is going on. I build the data capture (GA4, Google Tag Manager web and server-side, Adobe Launch, consent) and turn it into answers in BigQuery and Looker Studio. Almost 5 years in measurement, analytics and MarTech (software marketing, freelance and agency); in 2026, through an agency, with enterprise accounts in aviation, professional sport and hotel distribution. Open to Digital Analyst / Analytics Implementation roles in Madrid or remote (EU).

EXPERIENCE

Technical Data / MarTech Analyst — Hike & Foxter (digital marketing agency, Barcelona)
Apr 2026 – Jul 2026 · Remote · One measurement team for several enterprise brands at once: aviation, sport, hotel distribution, fashion and cosmetics.

- Built the server-side measurement of a multi-market eCommerce and left every market measuring the same way: one configuration for Google Ads, Meta and TikTok, with no duplicates or lost conversions.
- Found that a good part of the tags fired before consent. Stopped the release and returned it clean: nothing goes to advertising platforms unless the user has said yes.
- Took over the measurement migration of a global hotel distribution provider, delivered with no blind spots: inventory reviewed piece by piece and legacy setup retired.
- A client saw traffic but no conversions in their media platform (DV360/Floodlight): I found the duplicated pixel in the HTML that was breaking it, put the firing in order and they stopped investing blind.
- Reviewed the user identity of a global sports brand across its domains and exposed why its login broke the journey, with a prioritised fix plan.

Data Analyst — Freelance
Sep 2023 – Mar 2026 · Remote · Data analyst for companies and entrepreneurs: dashboards in Power BI and Looker Studio, measurement with GTM and GA4, CRO and customer analysis.

- Digital marketing agency (Oct 2024 – Feb 2025): GDPR-compliant server-side GTM and data centralised in BigQuery, visualised in Looker Studio. Measurement discrepancies -20 %; 10 h/month less manual reporting.
- Restaurant with delivery and online booking (Jul – Sep 2024): customer segmentation with Python and a Looker Studio dashboard. High-margin product sales +12 %; average ticket +9 %.
- Private health clinic (Feb – May 2024): GTM tracking of appointment forms, GA4 analysis and Tableau reports. Qualified leads +22 %; conversion time from 7 to 4 days.
- B2B software startup (Jan – Mar 2024): SQL modelling of data scattered across Excel and CRM, plus a Looker Studio dashboard. Identified a segment with 25 % more revenue.
- Fashion e-commerce (Oct – Dec 2023): GA4 and GTM for conversion tracking, a Looker Studio dashboard and checkout optimisation (CRO). +18 % online sales in 3 months; cart abandonment -15 %.

WordPress Designer — Marketing Pixels Web (full time), Madrid
Apr 2016 – Feb 2026

- Design and layout of no-code WordPress sites (Elementor, Divi, Gutenberg) and online shops with WooCommerce; speed, SEO and performance optimisation.
- Integration of digital marketing tools: forms, CRM, analytics and pop-ups; conversion-oriented UX/UI.

Web Page Designer — Uneweb Instituto, Caracas (Venezuela)
Mar 2015 – Jul 2016

PUBLIC PROJECTS

- Dimensional GA4 model in BigQuery with dbt: staging, sessions, deduplicated purchases and users; 25 tests and CI on GitHub Actions; documentation with lineage. github.com/cristdvel/dbt-ga4-analytics
- Own server-side tagging (sGTM) on Cloud Run, in production on cristhianvelasquez.com, with controlled cost.
- 5-layer GEO/AEO measurement framework applied to my own website (Cloudflare, BigQuery and a real citation test). cristhianvelasquez.com/en/case-studies/

SKILLS

Implementation: GTM web and server-side, Adobe Launch/Tags, e-commerce dataLayer, tracking plans / SDR, Tealium IQ.
Analytics and cloud: GA4, Analytics 360, Adobe Analytics, BigQuery, Google Cloud, advanced SQL, dbt, Looker Studio.
Privacy: Consent Mode v2, Didomi, Pandectes, consent auditing, GDPR applied to tracking.
Advertising: DV360/Floodlight, Meta CAPI, TikTok Events API, Enhanced Conversions, LinkedIn Ads.
Platforms: Shopify, Magento, PrestaShop, WordPress, Umbraco, JavaScript, HTML/DOM, JSON, RegEx.

EDUCATION AND CERTIFICATIONS

Systems Engineering — Universidad Politécnica Santiago Mariño, Caracas (Venezuela). University studies not completed (8th semester).

Google Analytics (Skillshop) · Google Ads: Measurement (Skillshop) · Google Tag Manager (Skillshop) · Data Analytics (Google Cloud) · Looker Studio (Google) · Data Fundamentals (IBM SkillsBuild)

LANGUAGES

Spanish native · English B1