

Cristhian Velásquez Marcano

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

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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

Apr 2026 – Jul 2026

Hike & Foxter · Digital marketing agency, Barcelona · 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 and 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

Self-employed projects · Remote · dashboards, GTM/GA4 measurement, CRO and customer analysis

Digital marketing agency Oct 2024 – Feb 2025
GDPR-compliant server-side GTM, data in BigQuery and Looker Studio. Discrepancies -20 %; 10 h/month less reporting.

Restaurant with delivery and booking Jul – Sep 2024
Customer segmentation (Python) and Looker Studio dashboard. High-margin sales +12 %; average ticket +9 %.

Private health clinic Feb – May 2024
GTM tracking of appointment forms, GA4 and Tableau reports. Qualified leads +22 %; conversion time 7 to 4 days.

B2B software startup Jan – Mar 2024
SQL modelling of Excel and CRM data plus a Looker Studio dashboard. Identified a segment with 25 % more revenue.

Fashion e-commerce Oct – Dec 2023
GA4 and GTM conversion tracking, dashboard and CRO. +18 % online sales in 3 months; cart abandonment -15 %.

WordPress Designer

Apr 2016 – Feb 2026

Marketing Pixels Web · Full time · Madrid

No-code WordPress sites (Elementor, Divi, Gutenberg) and WooCommerce shops; speed and SEO; forms, CRM, analytics and conversion-oriented UX/UI.

Web Page Designer

Mar 2015 – Jul 2016

Uneweb Instituto · Caracas (Venezuela)

PUBLIC PROJECTS

Dimensional GA4 model in BigQuery with dbt
Staging, sessions, deduplicated purchases, users; 25 tests, CI, lineage docs. github.com/cristdvel/dbt-ga4-analytics

Own server-side tagging (sGTM) on Cloud Run
In production on cristhianvelasquez.com, with controlled cost and end-to-end verification.

5-layer GEO/AEO measurement framework
Applied to my own website: Cloudflare, BigQuery and a real citation test.

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

Shopify · Magento · PrestaShop · WordPress · Umbraco · JavaScript · HTML/DOM · JSON · RegEx

EDUCATION

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

CERTIFICATIONS

- 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