

# MARC HANNAH

Google Analytics and Tagging Specialist

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## Summary

A dynamic and driven Google Analytics web analyst, I bring over seven years of in-depth experience in harnessing the power of Google's extensive data ecosystem to unearth valuable insights. My career is marked by a consistent record of devising, deploying, and refining data solutions that propel business expansion, elevate user experience, and anchor decision-making in solid data. I am proficient in Google Analytics 4, BigQuery, SQL, Google Tag Manager, server-side tagging and Looker Studio, employing these tools adeptly to convert raw data into persuasive narratives and actionable intelligence.

## Technical Skills

- **Google Analytics 4 & Google Tag Manager: Certified** : Expert in GA4 configuration, event tracking, custom dimensions/metrics, Server-Side Tagging (via GTM), and attribution modeling.
- **Google Data Analytics & Reporting**: Advanced skills in Looker Studio, BigQuery, and data visualization..
- **Programming & Web Technologies**: Proficient in SQL, Python, PHP, JavaScript, HTML, CSS, and related tools.

## Certifications

Google Analytics 4, Google Universal Analytics,, CompTIA A+, AWS Certified Cloud Practitioner

## Customink (2022 - present)

**Roswell, GA**

### Digital Operations Analytics and Tagging Specialist

- Spearheaded the transition to Google Analytics 4 and BigQuery, enhancing our data collection, analysis, and reporting capabilities, leading to a more comprehensive understanding of customer interactions.
- Implemented server-side tagging to improve data accuracy, privacy, and control.
- Refined the Google Tag Manager configuration, ensuring precise data capture and tracking across multiple touchpoints, which improved data accuracy and integrity.
- Prepared for the migration to GA4 by crafting detailed comparison reports against Universal Analytics, facilitating a smoother transition process.
- Designed and executed custom dashboards and reports in Looker Studio, empowering departments to make informed, data-driven decisions.
- Conducted thorough analyses of key trends and data anomalies, uncovering actionable insights that led to strategic adjustments in user engagement and campaign optimization.
- Provided pivotal support to cross-functional teams by delivering expert data analysis and reporting, enhancing the effectiveness of diverse projects and initiatives.
- Developed a comprehensive migration and testing strategy, ensuring a seamless transition with minimal disruption to data integrity.
- Implemented a Notion database to meticulously track all tags within our digital ecosystem, enhancing our tagging strategy and governance.
- Demonstrated proficiency in creating sophisticated custom reports in Data Studio and Google Analytics, driving deeper insights into performance metrics.
- Applied expertise in data layer concepts, data modeling, and governance, along with digital analytics implementation and advanced event handling techniques, to refine data collection processes.

## Ark41 Technology (Independent Consultant) (2021 - 2022)

**Roswell, GA**

### Web Analytics Consultant for the DeKalb Chamber of Commerce

- Collaborated closely with senior leadership to devise a strategic measurement plan, pinpointing Key Performance Indicators (KPIs) essential for evaluating the success of their newly redesigned website.
- Crafted a detailed tag strategy for the effective deployment of both Google Analytics 4 (GA4) and Universal Analytics (UA) tags, ensuring comprehensive data collection.
- Leveraged Google Tag Manager to efficiently deploy and rigorously test analytics tags across various environments, guaranteeing accuracy in tracking and data integrity.

- Developed sophisticated performance dashboards within Google Data Studio, providing insightful reports on website performance relative to established KPIs, facilitating data-driven decision-making.

**Johnson Services Group (2021)**

**Cranberry Township, PA**

**Web Analytics Analyst (Contract)**

- Crafted a comprehensive migration strategy to transition from inline Google Analytics tags to Google Tag Manager, streamlining tag management and enhancing site performance.
- Generated thorough documentation of the analytics environment post-migration, ensuring clarity and continuity in data tracking processes.
- Developed intricate reports in Google Data Studio, enabling a robust comparison of pre-and post-migration environments to assess impact and performance.
- Designed and implemented goals and conversion funnels within Google Analytics, providing critical insights into the effectiveness of the company's online presence and user journey optimization.
- Created web analytics dashboards in Google Data Studio, offering tailored views of web performance data to support strategic decision-making.

**Insight Global (2020 - 2021)**

**Peachtree Corners, GA**

**Web Analytics Analyst (Contract)**

- Recommended strategic alterations in web design to enhance user experience and site performance, informed by data-driven insights and best practices.
- Implemented robust analytics frameworks to rigorously evaluate the impact of web design changes, ensuring a measurable understanding of their effectiveness.
- Utilized Google Tag Manager to efficiently deploy custom tracking tags across websites, enabling precise data collection and insight into user interactions.
- Crafted dashboards in Google Analytics, tailored to deliver key metrics and insights to the business, facilitating informed decision-making and strategy refinement.

**Ark41 Technology (Independent Consultant) (2019 - 2020)**

**Roswell, GA**

**Web Analytics Consultant**

- Crafted a comprehensive migration strategy to transition from inline Google Analytics tags to Google Tag Manager, streamlining tag management and enhancing site performance. Worked with the leadership to create a measurement plan based on KPIs for their newly redesigned website.
- Expertly utilized Google Tag Manager for the deployment and meticulous testing of analytics tags across various environments, enhancing data accuracy and reliability.
- Designed and implemented advanced performance dashboards in Google Data Studio, providing insightful analysis of website performance in relation to the established KPIs.

**The Intersect Group (2018 - 2019)**

**Atlanta, GA**

**Google Analytics Analyst (Contract)**

- Expertly Designed and delivered Enhanced Ecommerce reports tailored for each brand's online ordering and catering platforms, providing valuable insights into customer behavior and sales performance.
- Collaborated closely with brand teams to identify Key Performance Indicators (KPIs) and develop bespoke measurement strategies, ensuring alignment with business objectives and facilitating data-driven decision-making.
- Developed and implemented conversion funnels to pinpoint and address conversion bottlenecks in ecommerce operations and standard goal-setting processes, enhancing overall online performance.
- Served as the go-to expert for Google Analytics, Google Tag Manager, Google Data Studio, and Google Sheets, offering guidance and implementing best practices to maximize data utility and digital marketing effectiveness.

**Georgia Highlands College (2015 - 2018)**

**Rome, GA**

**Digital Analyst / Web Developer**

- Leveraged my proficiency in JavaScript and PHP to successfully deploy the new website for Highlands.edu, ensuring a seamless and efficient launch.
- Developed JavaScript code within Google Tag Manager for intricate tracking of website events, enabling detailed user interaction analysis.
- Collaborated with the marketing department at the school to devise a strategic measurement plan, aligning digital efforts with overarching marketing goals.

- Identified and outlined a set of Key Performance Indicators (KPIs) for monthly assessment, focusing on critical metrics to gauge website performance and engagement.
- Designed tailor-made web analytics dashboards in Google Data Studio, providing accessible, real-time insights into web performance and user behavior.
- Employed Google Tag Manager to implement custom tags for the tracking of virtual pageviews, events, YouTube video interactions, and website conversions, enriching the data landscape for comprehensive performance evaluation.

## **Education**

Shorter University

Bachelor of Science, Business Management