

ASHISH TRIPATHI

Digital Analytics Engineer | GA4 • GTM • BigQuery • Dataform • Power BI

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SUMMARY

Digital Analytics Engineer with 10+ years of experience building end-to-end measurement systems — event tracking across GA4, GTM, Tealium, and Adobe Analytics; warehouse modeling (BigQuery, Dataform); and BI delivery (Power BI, Looker Studio) — for clients including Gartner, Air Canada, Hallmark, Floor & Decor, and Applebee's/IHOP. Specialist in tag-management implementation (GA4 and paid media via Tealium/GTM), GDPR/CCPA-compliant tracking architecture (OneTrust, Termly, Google Consent Mode), and translating ambiguous business requirements into production-grade data pipelines and stakeholder-ready dashboards.

EXPERIENCE

Senior Data Analyst — Digital Analytics Engineering, Bitwise Global IT Services & Solutions

09/2023 – Present · Remote

Client engagements: Gartner, W.R. Berkley, Applebee's / IHOP

- **Architected the end-to-end analytics pipeline (GA4 → BigQuery → Dataform → Power BI)**, building a session-level data model that eliminated event duplication and became the single source of truth for marketing and SEO reporting.
- Migrated Wolverine's legacy SAP BEx financial reporting to **Power BI paginated reports** with full reconciliation; delivered **15+ C-suite dashboards** for Berkley & Gartner, cutting manual reporting by **20+ hours per month**.
- Designed GDPR-compliant consent architecture (Termly and OneTrust via GTM), blocking all non-essential tags — GA4, Google Ads, Meta, LinkedIn — until consent, and **eliminating pre-consent data collection**.
- Built a Gartner lead-tracking dashboard joining GA4 behavioral data with CRM records, giving marketing its first **MQL-to-close conversion visibility**.
- Delivered funnel and behavioral analysis for Applebee's/IHOP that identified checkout friction and content gaps, contributing to a **20% increase in conversion rate**.
- Extended GA4 instrumentation with custom events (e.g., `search_results_count`), surfacing zero-result onsite searches and driving content optimization priorities.
- Resolved **50+ tracking and data-quality issues** as technical lead for GA4/GTM/JavaScript implementation; built a Lawyer Bios performance dashboard that redirected SEO and content budget to high-performing profiles.

Senior Data Analyst, Astound Commerce

09/2022 – 07/2023 · Remote

- Led **Tealium iQ tag management implementation** for Floor & Decor — architected the data layer and deployed GA4 and paid-media tags (Google Ads, Meta) through Tealium, standardizing tracking across the eCommerce estate.
- Led Hallmark's Universal Analytics → GA4 migration with **zero data loss**, averting an estimated **\$200K** in reporting-gap impact.
- Built and audited eCommerce measurement in **Adobe Analytics** (and GA4, BigQuery, Power BI), including funnel and pathing analysis that identified a **15% checkout drop-off** with UX/funnel recommendations.
- Performed analytics audits across GA4, Adobe Analytics, and Tealium implementations, improving data accuracy and reliability by **25%**.

Digital Analyst — Senior Project Associate, Tata Consultancy Services

11/2017 – 02/2022 · Remote

- Designed a cross-platform performance dashboard for Air Canada linking digital marketing spend to booking outcomes, contributing to a **12% revenue increase**.
- Automated reporting for Hasbro (SQL, Power BI), saving **8+ hours per week** of manual effort.
- Ran CRO analysis for Taj Hotels using session recordings and behavioral data, improving booking-funnel performance by **10%**.
- Implemented and QA'd GTM tagging across client digital properties for accurate campaign and interaction tracking.

Early career — Digital Marketing & SEO, Jaro Education · Fox Mind Web Solution

07/2014 – 12/2016 · Mumbai

- SEO strategy, paid search management, and campaign performance analysis with Google Analytics.

SKILLS

Tracking & Implementation: GA4, Adobe Analytics; tag management via Google Tag Manager and Tealium iQ (data layer architecture, server-side concepts, GA4 + paid-media tag deployment); Firebase, Amplitude, JavaScript (tracking, debugging)

Data Engineering: BigQuery (SQL — joins, window functions, performance tuning), Dataform (dbt-style modular transformations), session-level & fact/dimension modeling, data-quality validation

BI & Visualization: Power BI (DAX, data modeling), Looker Studio; KPI design and executive dashboarding

Privacy & Compliance: GDPR, CCPA, Google Consent Mode, OneTrust, Termly

Analytics Methods: Funnel, cohort & segmentation analysis; CRO; SEO analytics; A/B testing (Optimizely)

CERTIFICATIONS

- Google Analytics (GA4) Certification — Google Skillshop

EDUCATION

BTech, Computer Science & Engineering — Monad University (2010–2014)