

Muhammad Awais Maqbool

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SUMMARY OF QUALIFICATIONS

- 1 year of experience in digital analytics implementation, including Google Analytics, Google Tag Manager, and Adobe Launch
- 3 years of extensive hands-on experience in web development & designing within IT sector
- Strong proficiency in JavaScript, HTML, CSS, and other web technologies to troubleshoot and customize analytics implementations
- Highly skilled in debugging and troubleshooting errors by using chrome developer tools and working with clients to solve problems or find solutions to requests
- Excellent communication skills, including presenting complex data findings to non-technical stakeholders and collaborating with cross-functional teams
- Ability to work well under pressure, meet deadlines, and stay within budget while focusing on clients' needs
- Multilingual: Fluent in English, Urdu, Punjabi

TECHNICAL SKILLS

CMS: WordPress, Shopify

Programming Languages: HTML, CSS, JavaScript, JSON

Digital Analytics Platforms: Universal Analytics, Google Analytics 4, Google Tag Manager, Adobe Tag Manager, Tealium Tag Manager

PROFESSIONAL EXPERIENCE

Analytics Implementation Consultant

06/2022 – Present

Merkle Cardinal Path (www.cardinalpath.com)

- Creating a Solution Design Documents based on client's KPIs and building an Implementation guides for developers to push dataLayer on websites.
- Implementing digital analytics using tag management systems to ensure accurate data collection and reporting.
- Performing data validation and conducting troubleshooting activities to identify and resolve tracking discrepancies and other technical issues.
- Supporting clients with Universal Analytics (UA) to GA4 migration, including implementing tagging in Google Tag Manager and Adobe Launch, and providing recommendations for successful migration strategies.

Projects: Honda, Fashion Nova, Amgen, Verizon, Conexus Credit Union

WordPress Developer

11/2020 – 11/2021

Branding Bytes (www.brandingbytes.com)

- Collaborated with UX/UI design teams to improve checkout flow; resulting in a 20% increase in conversion rates.
- Added JavaScript tracking script codes on websites to enable data collection and analysis in Google Analytics, providing insights for optimizing marketing strategies.
- Developed landing pages in WordPress and Shopify for marketing; (www.freedomfi.com) generated \$1M+ revenue per month.
- Optimized web pages for maximum speed and scalability, utilizing global fonts, styles, widgets, and templates for repetitive work.

Project: Wolfiz Website (www.wolfiz.com)

Corporate dynamic website for web related services including job portal. Created custom post types and fields, single and archive template for career listing

Project: Capital Business Brokerage (www.capitalbusinessbrokerage.biz)

Developed website with custom post types and taxonomies for listings, and created PHP templates for archive, single and sold businesses.

Project: White Suede Jewelry (www.whitesuedejewelry.com)

Developed Shopify store and customized header menu liquid file template.

Web Developer

09/2019 – 10/2020

Eziline Software House (www.eziline.com)

- Supervised and trained 5 WordPress interns for real projects to manage workload efficiently.
- Converted PSD and Figma files into WordPress templates.
- Created standalone websites for company's products attracting more customers.

Project: Learning Management System (www.ezitech.pk/)

Developed a Learning Management System for company interns to enroll in courses for learning and certification.

Web Developer

11/2018 – 08/2019

Codedieux (www.codedieux.com)

- Developed responsive websites for clients as per business requirements
- Migrated websites from local server to live server.
- Created a simple blog dashboard using Laravel PHP Framework.

EDUCATION AND TRAINING

GA4 Certification

2022

Skillshop, Certificate ID (122995851)

Bachelors in Computer Sciences

2017

University of Arid, Rawalpindi, Pakistan

(Equivalent to a Bachelor of Computer Science degree from an Ontario university, as determined by World Education Services in Toronto, ON)