

Roberto Konanz

550 S Barrington Ave, Los Angeles, CA 90049 | (786) 442-7444 | robkonanz@gmail.com

www.robertokonanz.com

PROFESSIONAL EXPERIENCE

Adswerve, Inc

Los Angeles, CA

Technical Lead II

June 2022 - Present

- Lead and oversee multiple technical analytics projects, ensuring seamless implementation and integration of analytics solutions across various platforms.
- Serve as a subject matter expert in Tealium (client-side and server-side), Google Tag Manager (client and server-side), Google Analytics, and Adobe Analytics.
- Conduct comprehensive audits of analytics implementations to ensure accuracy, performance, and compliance with client specifications.
- Utilize SQL in BigQuery on GCP to analyze large datasets and derive actionable insights for clients, supporting data-driven decision-making.
- Develop and implement custom JavaScript solutions to address client-specific requirements and enhance tracking capabilities.
- Maintain and optimize dataLayers for consistent, high-quality data collection across websites and mobile applications.
- Deliver high-impact solutions for large-scale clients in industries such as aviation, e-commerce, and hospitality, ensuring robust analytics frameworks.

AutoNation, eCommerce

Fort Lauderdale, FL

Web Analytics Developer

June 2019 - March 2021

- Implemented web tracking tags and extensions in Tealium with JavaScript and JQuery
- Performed code modifications, testing, and deployments to accommodate custom tracking requirements
- Worked as a liaison between Analytics, Product, and Development to build technical requirements and documentation for new digital product releases
- Reported on KPIs across our vendor websites & digital products, produced ad hoc data reports, and framed recommendations around actionable insights for marketing strategy
- Managed and troubleshoot our Data Layer for www.autonation.com and other 200+ vendor websites
 - o 4M+ monthly users

General Motors

Austin, TX

Software Developer

August 2017 - August 2018

- Developed the front end for the e-commerce shopping tools
- Collaborated in an Agile Development using Git version control
- Wrote and debugged JavaScript and SCSS code in a Node.js run-time environment
- Worked closely with our Quality Assurance team to resolve bugs and improve the user experience of our product
 - <https://www.cadillac.com> & <https://www.buick.com/>

EDUCATION & Certifications

Tealium iQ & Google Analytics Certified

Indiana University, School of Informatics & Computing

Bloomington, IN

Bachelor of Science in Informatics

May 2017

Minors: Marketing

TECHNICAL SKILLS

- **Data Collection:** Tealium IQ, Tealium EventStream, Google Tag Manager, Server-Side GTM
- **Data Analysis:** SQL, Python
- **Analytics Platforms:** Google Analytics 4, Adobe Analytics
- **Web Development:** React.js, Node.js, Express.js, HTML/CSS, Vanilla JavaScript
- **Data Visualization:** Looker Studio