MARGARITA ✋ BARBOTIKO

FRONT END DEVELOPER

CONTACT

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EDUCATION

UNNIVERSITY OF MINNESOTA

Full Stack Web Development

2018

EXPERIENCE

ANALYTICS TAG MANAGEMENT SYSTEMS DEVELOPER
VMLY&R

(May 2022 - current)

- Assist clients by implementing and documenting analytics processes for:
    - Gathering KPI's for new products and experiences
    - Analytics implementation strategy
    - JIRA processes and request templates
    - Quarterly auditing practices
    - QA processes and tools
    - Solutions design reference document
    - Business requirements document
    - Technical requirements document
    - Technical specifications of current implementation
- Troubleshoot cross platform variances in analytics
- Maintain Tag management system

WEB ANALYTICS DEVELOPER
Ameriprise Financial

(January 2019 – April 2022)

- Leader of the Interactive Marketing Digital Analytics Implementation team
- Hire, onboard and train Junior Developers
- Oversee all analytics implementation efforts and directly support 10 websites under the Ameriprise umbrella
- Consultant for Analytics Implementation for teams that are not part of the Interactive Marketing Department
- Troubleshoot/QA analytics
- Perform code reviews, manage approvals and release cycles for Launch Libraries
- Create requirements documents, review and approve pull requests for development teams for analytics updates
- Coordinate with Marketing Analytics partners to deploy 3rd party advertising pixels (Facebook, Google, Twitter, Bing etc)
- Collaborate with Analysts and Development teams on strategy, data layer and event tracking standards between all properties
- Maintain Confluence documentation – public facing for Development teams, private for internal Digital Analytics team (includes analytics best practices, JIRA processes, data layer and variable mapping for sites, etc)
- Manage JIRA board and scrum ceremonies for the Digital Analytics team
- Administrative: manage: conversion Bariables, traffic variables, success events and processing rules.

- Create new Launch properties and report suites,
- Stretch assignments:
  - Develop an internal API for product teams to deploy self-service Analytics
  - Automate & standardize analytics event tracking for content on public sites (detailed tracking for templates, variants and attached content documents)
  - Develop and create reusable Qualtrics "custom" HTML templates
  - POC work for Segment Connections data collection tool
  - Cypress testing for development teams for Data layer governance
- Implemented a custom reusable solution for A/B testing analytics
- Completed migration of all 7 Ameriprise properties from Adobe DTM to Adobe Launch and s_code to AppMeasurement migrations
- Perform Quarterly variable audits and weekly Adobe Alert audits
- Coordinated migration efforts for analytics during CMS migration work – data layer governance and providing documentation on updates or changes
- Various teams in which I was a contributor: Digital Analytics, Platform Capabilities (global solutions), Segment (enablement) and Qualtrics surveys(VOC – voice of customer platform)

TECH STACK

JavaScript | React | jQuery
HTML | Bootstrap | Materialize | ADEL
CSS | SASS
Git | Node | Express
Firebase | MongoDB | MySQL
Adobe Analytics Workspace | Adobe Launch/DTM | Adobe Photoshop
Adobe App Measurement
CMS | Bloomreach (Hippo)
Qualtrics

CERTIFICATIONS

- Adobe Certified Expert – Adobe Analytics Developer