



# MARGARITA BARBOTIKO

ANALYTICS STRATEGIST, DEVELOPER & MANAGER

## EXPERIENCE

### SENIOR MARTECH STRATEGIST (ANALYTICS)

VML

(May 2022 - current)

- Maintain Tag management system
- Gather KPI's for new products and experiences from stakeholders
- Create Analytics Implementation strategy and data layer specifications
- Manage JIRA Processes and request templates
- Complete quarterly variable audits
- Use a variety of tools to QA Analytics
- Create Solutions design reference document (SDR) Business requirements document and Technical requirements documents
- Implement Onetrust tool for CCPA and GDPR compliance and work with Data Privacy teams to maintain compliance
- Collaborate with Media, CRM and Search teams to ensure paid media and search Analytics are tracked in appropriate reporting channels
- Maintain classifications, and processing rules
- Identify opportunities and work with clients to prioritize as needed
- Provide A/B testing strategy and implementation
- Partner with Development, Design, SEO, and Marketing teams on Analytics strategy and requirements
- Migration of Adobe Analytics to Adobe Web SDK

### SENIOR MARTECH STRATEGIST (DEV/TECH BSA)

VML

(May 2022 – February 2025)

- Run backlog refinement, standup, release and requirements gathering meetings with stakeholders and development team members
- Project management - ensure delivery is on time
- Collaborate with SEO, Design, Content and CRM teams for cross team projects and dependencies

### ANALYTICS IMPLEMENTATION MANAGER

Ameriprise Financial

(January 2019 – April 2022)

## CONTACT

@ info@margarita.design

📞 (651) 600-1396

🌐 margarita.design  
github.com/mbarbotiko

Saint Louis Park, MN



## EDUCATION

UNIVERSITY OF MINNESOTA

Full Stack Web Development

2018

- Leader of the Interactive Marketing Digital Analytics Implementation team
- Hire, onboard and train Junior Developers
- Domain subject matter expert for all analytics implementation efforts and directly support 10 websites under the Ameriprise umbrella (including external vendor applications)
- 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 3<sup>rd</sup> 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 variables, 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 regression/automation testing for development teams for Data layer governance for testing scalability
- 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 | Jenkins | Bitbucket

Firebase | MongoDB | MySQL

Adobe Analytics Workspace | Adobe Launch | Adobe DTM | Adobe Photoshop | AEM | Adobe SDK | Adobe App Measurement | Adobe Analytics Admin | Adobe Data Warehouse | Adobe Classifications & Processing Rules | Adobe Target

CMS | Bloomreach (Hippo) | AEM

Qualtrics | Onetrust

Marketing Pixels – Google Floodlights, Google Adwords, Bing, Facebook, KORTX/Snowplow, LinkedIn, Nextdoor

Google Search Ads 360 | LinkedIn Campaign Manager

Debugging: Developer Tools | Omnibug | Adobe Experience Debugger |

Tagtician | Resource Override | Local Developer Console Overrides

## CERTIFICATIONS



[Adobe Certified Expert – Adobe Analytics Developer](#)