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Top Skills

Marketing Attribution

Landing Pages

Campaigns

Certifications

Advanced Google Tag Manager

Social Media Marketing Strategy:
TikTok and Instagram Reels

Business Intelligence using Power BI

Ecommerce with Facebook and
Instagram

Adobe Analytics Essential Training

Chandrakanta M.

Digital Measurement Analyst | GA4, GTM, Attribution & Marketing Analytics

Bhubaneswar, Odisha, India

Summary

Most teams don't have a data problem.
They have a measurement problem.

I work at the intersection of Web Analytics and Marketing Technology, helping businesses understand what's actually happening across their websites, campaigns, and user journeys and what to do about it.

My focus is on building clean, reliable analytics systems that teams can trust. From event tracking and data layer design to attribution and performance reporting, I make sure the right data is captured, structured, and turned into insights that support real business decisions.

I spend most of my time working with GA4, Google Tag Manager, Looker Studio, BigQuery, and connected MarTech tools to fix broken tracking, eliminate reporting gaps, and create scalable measurement frameworks for ecommerce and lead-generation businesses.

I've partnered with SaaS companies, agencies, and enterprise teams to untangle messy analytics setups, align tracking with business goals, and replace guesswork with clarity. A big part of my work involves simplifying complex data into dashboards and reports that decision-makers can understand in minutes, not hours.

I also work closely with marketing platforms like HubSpot to ensure campaigns, funnels, and conversions are measured end-to-end, not in silos.

What excites me most is turning analytics from a "nice-to-have" into a core growth asset. When data is implemented correctly, teams move faster, argue less, and make better decisions.

I'm always refining how analytics is implemented, interpreted, and communicated so it stays practical, not overwhelming.

If you care about accurate measurement, smarter reporting, and analytics that actually answers business questions, we'll probably have a good conversation.

Experience

Acadia

Digital Measurement Analyst

January 2026 - July 2026 (7 months)

United States

I will be responsible for designing, implementing, and optimizing end-to-end digital measurement frameworks across ecommerce and lead-generation ecosystems to support accurate attribution, performance analysis, and data-driven decision-making.

Key responsibilities will include:

- ☑️#Leading web analytics implementation across ecommerce and lead-generation environments to ensure accurate tracking of user behavior, conversions, and marketing performance.
- ☑️#Designing and implementing scalable data layer architectures for dynamic ecommerce and interaction-level events.
- ☑️#Implementing and maintaining Google Tag Manager, GA4, Google Ads tags, and Meta Pixel across multiple platforms, including Shopify.
- ☑️#Supporting advanced ecommerce tracking for Shopify stores, including product impressions, add-to-cart events, checkout steps, and purchase tracking.
- ☑️#Building and maintaining Looker Studio dashboards for marketing, product, and stakeholder teams, translating analytics data into actionable insights.
- ☑️#Addressing attribution challenges beyond standard GA4 capabilities, including CRM attribution alignment, cross-domain tracking, and third-party checkout flows.
- ☑️#Implementing UTM and GCLID persistence strategies to ensure accurate campaign attribution across sessions and external platforms.
- ☑️#Collaborating closely with developers, marketers, and stakeholders to align measurement strategy with business objectives.

☑️#Improving data quality, reducing tracking discrepancies, and increasing confidence in analytics used for reporting and optimization.

Freelance

Digital Analytics

December 2024 - January 2026 (1 year 2 months)

India

An Agency(<https://anagency.com.au/>)

- . Worked on Ecommerce Projects especially on Web Analytics
- . Setting up Data Layer for dynamic data on ecommerce events
- . Implemented GTM, GA4, Google Ads Tag and Meta Pixel
- . Created Looker Studio Dashboard for multiple clients on behalf of the Agency

PPC Powerhouse(<https://www.ppcpowerhouse.com/>)-

- . Worked on multiple web analytics projects
- . Worked on setting up GA4 and Google Tag Manager for Ecommerce projects specially for Shopify.
- . Worked on Lead Gen Websites beyond GA4 and Google Tag Manager like setting up Attribution for CRM.
- . Created full fledged Looker Studio Dashboard for multiple projects.

Red Reef Pixel Ltd(<https://redreefpixel.co.uk/>)-

- . Worked on Shopify Ecommerce platforms specially for multiple projects
- . Setting up Data Layer GA4, GTM and Google Ads Tags.

Advance Agility(<https://advanceagility.com/>)-

- . Setting up Full Web Analytics from Scratch
- . Worked on GA4, Google Tag Manager and Google Ads Tags on multiple level of events.
- . Completed on Data Layer Setting up for Interaction Events and Helped Developer to set up the remaining Data Layer.
- . Created Master Looker Studio Dashboard for Marketing Team, Product Team and Stake Holders.
- . Fixed Attribution Error with solutions that is beyond GA4 and Google Tag Manager and Setup Cross-domain Tracking

hiBod(<https://hibodmassagechairs.com.au/>)-

- . Worked on Web Analytics from setting up Data Layer GA4, Google Tag Manager and Google Ads Tags.
- . Created Master Looker Studio Dashboard.

Pantogar(<https://pantogar.ae/>)-

- . Setting up Web Analytics for Pantogar specially on Ecommerce.
- . Setting up Data Layer, GA4, Google Tag Manager and Google Ads Tags.
- . Fixed Attribution Error as Transaction on Third-party Shopify Website by carry forwarding UTM parameters and Google Ads gclid parameter.

TripleDart

Digital Analytics Consultant

May 2024 - December 2024 (8 months)

Bengaluru, Karnataka, India

EITB Global Info Solutions Pty Ltd

Digital Analytics Specialist

January 2024 - May 2024 (5 months)

Chennai, Tamil Nadu, India

TruckBook

Digital Marketing Associate

November 2022 - September 2023 (11 months)

Bangalore Urban, Karnataka, India

SEO:

Conducting keyword research to identify opportunities for on-page optimization.

Optimizing website content, structure, and HTML tags to improve rankings on search engines.

Creating and implementing link building strategies to improve the website's authority.

Monitoring website traffic and user behavior using analytics tools to identify areas of improvement.

Staying up-to-date with the latest SEO trends and algorithm updates to ensure website compliance with search engine guidelines.

ASO:

- # Conducting keyword research to identify opportunities for optimizing app store listings.
- # Optimizing app title, description, screenshots, and other metadata to improve app store rankings.
- # Analyzing user reviews and feedback to identify areas for improvement in app features and functionality.
- # Staying up-to-date with the latest ASO trends and algorithm updates to ensure compliance with app store guidelines.

Web Analytics:

- # Setting up and configuring web analytics tools such as Google Analytics to track website traffic and user behavior.
- # Analyzing website traffic and user behavior data to identify trends and areas for improvement.
- # Creating custom reports and dashboards to track key performance metrics and goals.
- # Conducting A/B testing and other experiments to improve website conversion rates.
- # Staying up-to-date with the latest web analytics trends and best practices to ensure effective use of data for business decision-making.

SINFYNAMICS TECHNOLOGIES PVT LTD (STPL)

Digital Marketing Executive

November 2021 - August 2022 (10 months)

Bhubaneswar, Orissa, India

I am proud to work as a Digital Marketing Specialist for having a prominent role and a high number of responsibilities with challenges. The opportunity is endless to incorporate the various marketing strategies on every individual unique project.

My primary task includes:

- # Having the role of carrying extensive clients communications over email, call and in-person for projects.
- # Working on App Store Optimization (ASO) primarily.
- # Handling all SEOs like On-page, Off-page, Technical and Local SEOs for individual projects.

- # Keeping up various Social Media Campaigns, e.g. both Organic and Paid Campaigns.
- # Running and Optimizing various Ad Campaigns like Facebook, Google, Instagram, YouTube and so on.
- # Creating various graphics and content for social media.
- # Building Client Presentations using MS Powerpoint for outstanding design and presentations.
- # Preparing Webpage Content for Company website.
- # Analyzing various KPIs and embedding within reports and delivering to the clients for references.

SimpleeKare

Sr. SEO Analyst

June 2021 - November 2021 (6 months)

Bhubaneswar, Orissa, India

Being a Sr, SEO Analyst in a HealthTech Startup, my all focus on marketing strategy shifted to health industry-centric strategy straightly. I was an integral part of the Marketing Team. I am assigned all SEO strategies, plans, and solutions.

My primary task includes:

- # Auditing the Company websites for various businesses.
- # Finding the issues and embedding them in the report for future references.
- # Fixing all the On-page SEO and Technical SEO as well as Local SEO.
- # Optimizing Social Media for Ad Campaigns and for growth.
- # Reporting the performance and progression of the work as well as website traffics and rankings.
- # Researching Keywords and Optimizing the content accordingly.
- # Writing webpage content as per the potential keywords for maximum results.
- # Discussing and Suggesting to the team what should be the best practices for SEOs.
- # Delegating the Link Building tasks to the team members and monitoring them.
- # Creating the UI Mockup suiting the latest SEO as well as designing trends.
- # Assigning the SEO tasks to the developer team and making them understand where to fix them.
- # Analyzing various tools like Google Analytics, Search Console and Seobility for references.

SAIntellect Solutions

SEO Team Lead

November 2018 - January 2021 (2 years 3 months)

Bhubaneswar, Orissa, India

Getting promoted to Marketing Team Lead is quite challenging to me. I have been entrusted with various tasks that have made me capable of carrying the responsibilities. As I was leading the team, I spend time researching various strategies and getting updates with the latest marketing trends that suit Algorithms ethically.

My primary task includes:

- # Handling Team and Delegating the roles and responsibilities to the members on the respective projects.
- # Keeping up the Clients Communication at the top for the best retainion.
- # Monitoring Team members tasks and performance on various projects.
- # Providing training to the new joining to make the team-friendly.
- # Researching on Plan of Action on individual projects for customized goals and results.
- # Performing On-page SEO and Technical SEO.
- # Maintaining Team coordination among other teams to discuss various projects.
- # Sending Weekly Reports to the respective clients.
- # Reporting the Authority on teams members performance and progress.

Education

Biju Patnaik University of Technology, Odisha

Master of Business Administration - MBA, Marketing · (October 2023)

Utkal University

Bachelor, Bachelor of Computer Application · (2021 - 2023)

Upendra Nath College, Soro

Intermediate , Science