

Sergio Anaya

Engineering Manager & Digital Analytics Expert

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Personal Profile

I'm a Technology leader and Digital Analytics Expert. I have extensive experience delivering analytics platforms with proven success in leadership within digital data and automation spaces.

With almost a decade of experience in digital, starting as a web application full stack engineer and eventually Digital Analytics I excel in making sure enterprises have the right data collection and analysis architecture.

Key Skills

JavaScript (Vanilla and libraries)	Google and Adobe Analytics
Google Tag Manager	Software Engineering Management
Tealium IQ	Project Management
Front end development	Corporate Strategy
Automated Validation (DataTrue, Observepoint)	

Work Experience

Engineering Manager, Digital Analytics at Canadian Tire

2021 - Present

Tasks and Achievements:

- Leading a cross functional team in charge of analytics implementation and analysis.
- Implemented full tracking coverage from scratch for Canadian Tire's new ODP(One Digital Platform) in multiple tools (UA360, GA4, Quantum Metric).
- Successfully transitioned to GA4 as the tool of record for the enterprise.
- Constant development of the analytics practice as a platform, delivered multiple modules of this platform to help reduce friction and timelines between Front End devs and analytics teams.
- Design and execution of digital strategy across the enterprise.
- Mentor analysts and developers with their technical skills and career development.

Sr. Web Analytics Engineer at Autodesk

2018 - Present

Tasks and Achievements:

- Sr Engineer in a team of developers in a variety of analytics work such as:
- dataLayer implementation for over 200 Autodesk websites leveraged by Google Tag Manager and Tealium iQ.
- Google Analytics and Adobe Analytics custom implementation for events, data enrichment
- Sr. Engineer in the implementation and maintenance of GDPR and CCPA compliance tools
- Subject matter expert in automated validation for analytics
- Technical liasion for multiple business stakeholders.

Implementation Engineer at Napkyn Analytics

2017 - 2018

Tasks and Achievements:

- In charge of design and implementation of custom JavaScript pixels to facilitate enhanced ecommerce analytics.
- dataLayer implementation for websites leveraged by Google Tag Manager and Tealium Tag Manager.
- Google Analytics and Firebase Analytics implementation for Mobile Apps (iOS, Android)
- QA Tasks

Technical Analysis Engineer at ProntoForms

2016 - 2017

Tasks and Achievements:

- In charge of Onboarding customers on the more technical features of the product (API, Systems Integration)
- Escalate technical issues to support and development teams
- Answer technical questions in Pre and Post Sales stages. - Undertaken several web development projects to improve internal processes, specifically for the Support Team.

Lead Developer and Project Manager at ADM Aditude Media

2015 - 2016 (Contract Position)

Tasks and Achievements:

- In charge of development and project management for the most sophisticated self-serve ad network that utilizes facial recognition software to serve appropriate ads based on demographic data.
- Developed an alternative version of the product which received its demographic information, not from facial recognition but from the Google Analytics API data of wireless hotspots.

Database Jedi Master at Denilson

2015 - 2015

Tasks and Achievements:

- In charge of designing and implementing the MySQL database for the secure payment option provided by our product, this database was accessed by our Android app as well as the administration portal.
- Built the Admin Portal, both the front and back ends with PHP and Bootstrap.

Projects

Portfolio

Find some of my projects over at my website, which I encourage you to visit to check them out! sergioanaya.ca

Education

Carleton University (Ottawa, ON)

M.Eng Technology Innovation Management

Universidad Panamericana (Mexico City, Mexico)

B.Sc Information Technologies and Intelligent Systems Engineering.

Universidad Panamericana is one of the most prestigious private universities in Mexico, coursed all 5 years with an academic scholarship.

- Graduate Certificate in Operations Management 2010-2011