



PROFILE

Independent contractor with 20+ years of experience in all things analytics including web and app analytics implementations (client-side, server-side, and hybrid), development, advanced analysis, tag management, and integrations with various MarTech stacks (Adobe Experience Cloud, Hubspot, Google Marketing Platform, etc.)

Well-seasoned professional on many platforms but primarily focused on implementation and development work with Adobe Analytics / Customer Journey Analytics and Google Analytics through tag management systems Adobe Data Collection (formerly Launch) and Google Tag Manager (GTM). All solutions are tailored for individual business needs including data layer optimization, XDM schema creation and management, custom JavaScript solutions, consent integration, etc.

CONTACT

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CERTIFICATIONS

[Google Analytics](#)

[Stape Server-side Tagging](#)

AL DUGAN

Digital Analytics Consultant & Developer

SKILLS

- Adobe Analytics & Customer Journey Analytics
- Adobe Experience Platform (AEP)
- Adobe Data Collection Tags (Previously Launch)
- Google Analytics 4 & 360, Looker Studio, BigQuery
- Google Tag Manager (GTM)
- JavaScript, PHP, JSON, JQuery, HTML/CSS
- SEO, Paid Search, E-Mail, & Affiliate Marketing
- Conversion APIs (CAPI) for Meta, LinkedIn, Pinterest, Microsoft, Reddit, Twitter / X, etc.
- CCPA/CPRA/GDPR Privacy Standards & Best Practices w/ Specialty in OneTrust CMP

WORK EXPERIENCE

Dugan Analytics, LLC – Digital Analytics Consultant & Developer April 2019 - Present

Self-employed contractor working with a variety of clients including small businesses, marketing and tech agencies, and large corporations spanning healthcare, e-commerce, B2B, professional services, non-profits, and more while consistently providing end-to-end digital analytics architecture & data strategy. Some examples of typical analytics implementation, development, and ongoing analysis work include:

- Translating business requirements & objectives into Solution Design References (SDRs)
- Completing, explaining, and supporting analytics system audits and roadmaps
- Creating consent-aware data collection architectures
- Client and server-side tag management implementation, consolidation, and optimization across various MarTech stacks
- Data integration, warehouse enablement, and import/export scheduling
- Solving complex business issues through custom reports and advanced analysis

Alithya - Web Analytics Manager September 2010 – March 2019

Managed various analytics platforms for a wide range of clients. Services included implementation, analysis, and tag management support. Client services also included marketing optimization through SEO, Paid Search, and Shopping Engines.

Numeric Analytics – Senior Consultant

January 2008 – September 2010

Consulting, management, and reporting services for web analytics and online marketing optimization including Affiliate Marketing, SEO, Paid Search, and Shopping Engines.

GiftCertificates.com – Consumer Marketing Manager

April 2007 – December 2007

Primary responsibilities included Omniture SiteCatalyst, SEO, Paid Search, and Affiliate Marketing.

AtomicPark.com – Search Engine Optimization Specialist

November 2004 – December 2007

Responsible for increasing rankings and sales through SEO. Implemented and maintained WebTrends Enterprise Analytics.

EDUCATION

Mount Wachusett Community College

1997–2000: Associate's Degree in Computer Graphic Design