

MD FAISAL AMIN

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Skills

- Analytics & Tag Management: GA4, Google Tag Manager, DataLayer Architecture, Consent Mode, Server-Side GTM
- Advertising & Tracking Integrations: Meta CAPI, Google Ads, TikTok, Pinterest, LinkedIn, Snapchat, Twitter
- Data Engineering for Marketing: BigQuery, Offline Conversion Processing, Webhooks, API Integrations, CRM Data Forwarding
- Reporting & Measurement: Looker Studio, Funnel Analysis, Multi-Platform Attribution, Campaign ROI Reporting
- Platforms: Shopify, WordPress, Wix, Squarespace, React, Custom Web Apps, SaaS Products
- Technical Capabilities: custom JavaScript (GTM), Tag Validation, Data Quality Audits, Breakage Diagnosis, Implementation Documentation

Experience

YouTuber	YouTube	12/2023 - Current
<ul style="list-style-type: none">• Create specialized tutorial content on analytics, tracking implementation, advertising measurement, and server-side data processing.• Supported agencies and in-house teams with hands-on troubleshooting, analytics training, and implementation guidance.• Assisted marketers in improving campaign decision-making through measurement education and analytics literacy.		
Tracking & Analytics Specialist	Freelance – Full Time	<i>Remote</i> 10/2022 - Present
<ul style="list-style-type: none">• Design and deploy complete measurement systems that deliver accurate data for advertising platforms and business decision making.• Implement browser and server-side tracking pipelines that improve signal strength, reduce data loss, and increase campaign optimization.• Lead technical audits for websites and eCommerce brands, identifying data gaps, misconfiguration issues, and reporting inaccuracies.• Build executive-ready Looker Studio dashboards powered by BigQuery that unify advertising, website, and backend conversion data.• Collaborate directly with founders, marketing teams, and agencies to enable better performance visibility and scalable analytics.		
Web Analytics & Conversion Tracking Specialist	Digital Partner	<i>Remote</i> 03/2025 – 09/2025
<ul style="list-style-type: none">• Delivered multi-platform tracking, attribution, and insight reporting for Google, Meta, TikTok, Pinterest, and Twitter campaigns.• Standardized measurement structures to ensure every marketing touchpoint fed clean, consistent data into analytics platforms.• Enabled performance decision-making by presenting KPIs through dashboards, reporting models, and marketing frameworks.		
Advanced GTM & GA4 Tracking & SEO Consultant	Awwama Technologies Ltd	<i>Remote</i> 02/2019 – 06/2024
<ul style="list-style-type: none">• Engineered tracking infrastructures for eCommerce brands, SaaS platforms, marketing agencies using GA4, Meta CAPI, server-side GTM.• Built scalable tagging systems with proper version control, documentation, data schema standards, and privacy compliance.• Provided long-term measurement support including debugging, CX tracking enhancement, analytics QA, and CRO-aligned instrumentation.		
Link Builder	Hexagon ICT	<i>Dhaka</i> 01/2017 – 02/2019
<ul style="list-style-type: none">• Executed outreach strategy, competitor research, and backlink analysis to improve search visibility and organic growth.		
Web Content Editor	Quantum Foundation	<i>Dhaka</i> 03/2013 – 01/2015
<ul style="list-style-type: none">• Developed and managed editorial content aligned with organizational messaging, improving communication effectiveness.		

Education

Bachelor of Science	Daffodil International University	<i>Dhaka</i> 08/2008- 12/2012
<ul style="list-style-type: none">• Computer Science & Engineering		

Projects

- GA4 Reporting & CAPI: Built GA4 dashboards and implemented server-side tracking for improved attribution. [Frederick Pohl - Review](#)
- Shopify DataLayer: Built custom DataLayer and Pinterest server-side tracking for e-commerce. [Vanezia Hamilton's Feedback](#)
- Multi-Platform Tracking: Set up server-side GTM for Meta, Google, TikTok, and Pinterest ads. [Client Review](#)