

# 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

<b>YouTuber</b>	<b>YouTube</b>	<b>12/2023 - Current</b>
• 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.		
<b>Tracking &amp; Analytics Specialist</b>	<b>Freelance – Full Time</b>	<b>Remote 10/2022 - Present</b>
• 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.		
<b>Web Analytics &amp; Conversion Tracking Specialist</b>	<b>Digital Partner</b>	<b>Remote 03/2025 – 09/2025</b>
• 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.		
<b>Advanced GTM &amp; GA4 Tracking &amp; SEO Consultant</b>	<b>Awwama Technologies Ltd</b>	<b>Remote 02/2019 – 06/2024</b>
• 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.		
<b>Link Builder</b>	<b>Hexagon ICT</b>	<b>Dhaka 01/2017 – 02/2019</b>
• Executed outreach strategy, competitor research, and backlink analysis to improve search visibility and organic growth.		
<b>Web Content Editor</b>	<b>Quantum Foundation</b>	<b>Dhaka 03/2013 – 01/2015</b>
• Developed and managed editorial content aligned with organizational messaging, improving communication effectiveness.		

## Education

<b>Bachelor of Science</b>	<b>Daffodil International University</b>	<b>Dhaka 08/2008- 12/2012</b>
• 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](#)