daniele**dalmasso**

PROFILE

I hold an MA in Linguistics from the University of Amsterdam. I have undertaken several roles in which I combined my linguistics background with my passion for the Web and IT technologies in organisations such as Google, Accenture, Cognizant and Dept.
After years abroad, I am based in my hometown Genova and working as a self-employed Analytics Consultant.

EDUCATION

Research MA / Linguistics
University of Amsterdam
Netherlands
2009-2012

BA / Foreign Languages
University of Genoa
Italy
2003 – 2008

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LinkedIn profile

Genova, Italy

TECHNICAL expertise

Google Tag Manager
Google Analytics
Google LookerStudio
JavaScript for GTM
HTML/CSS
Regular expressions
Google Ads conversions
Excel & Google Spreadsheets
Keynote & PowerPoint
WordPress & WooCommerce
Notions of SQL

PREVIOUS Roles

Lexicographer - University of Milan-Bicocca
Fieldwork for the Dialect of Rabbi - Italian Dictionary. Collection of data from native speakers, lexicographer

Data processing for Linguistic Atlas
Data digitalization for three different projects under the supervision of prof. J. L. Léonard (Paris-Sorbonne): 1) Glossary for the *Mazatec* language 2) Mesoamerican - *Chinantec* and *Numic* 3) Atlas Lingüístico *Mixteco*

Italian teacher
Freelance teacher to adults / Amsterdam / 2009 – 2011

Office worker at PhD Office
University of Genoa / Genoa / Nov 06 & Nov 07

Quantity Surveyor
Progest Casa srl / Genoa / March 2003 - March 2004

Sub-Lieutenant
Italian Navy at La Spezia Arsenal / La Spezia / 2000 – 2003

Work Experience

Web Analytics Consultant at saytags.com
Freelance worker / 2019 – present

Daily work on GTM (Web and Server side, certification), tags implementation, GTM audit and cleaning with best practice, tags customisation via JavaScript, Ecommerce for GA4 and UA, dataLayer and guidelines creation for developers, full setup for GA4. Constant learning by following leading figures in the industry. Among others, I work or worked for: *AdsInside* (Austin, US), Dept (Rotterdam, NL), *Jakala* (Italy), *Like Reply* (Italy), *Marketing for Change* (Alexandria, US), *Moca Interactive* (Italy), *Parramatta Web Design* (AUS), *Rock Mission* (London, UK), *ROIROI Agency AB* (Stockholm, SE), *Taikun Digital* (New York, US), *This Side Up* (Auckland, NZ), *Viddyoze* (UK), *Vrije Universiteit* (Amsterdam, NL).

Analytics Consultant
Dept / Rotterdam / 2017 – 2018

Responsible for the management of Google Tag Manager, Google Analytics (Standard and 360) and Google Data Studio for Dutch and Global Clients: *DB Schenker*, *Triumph Motorcycles*, *Rituals*, *Karen Millen*, *Gazelle*, *Total*, *Weber*. Advanced implementations in GTM: full custom enhanced ecommerce tracking, GDPR policy, dataLayer injections, custom measurement protocol hits and more. Custom JS scripts for GTM: actual product impressions for EEC, event listeners, JS storage, cookies, GA hit duplicator, dynamic words counter, IP filter in GTM and others. Audits of GTM containers and GA properties. Creation of a tool for EEC dataLayer generator. Strategy & KPIs identification, measurement plans for developers. GTM and GA trainer. Basic dashboards with Google DataStudio.

Web Implementation Specialist
Cognizant on site @Google / Dublin / 2015 – 2017

Technical support for AdWords Clients, at Google Dublin, for both Italian and Spanish markets. Customer guidance and education for Google Tag Manager, Google Analytics, Google Merchant Center and Google AdWords. Trainer and documentation.

Technical Consultant
Accenture / Milan / 2014 – 2015

Customer service for *Kering* at Accenture. Main tools MicroStrategy, SQL and Siebel.

Speech Data Evaluator
Google / Dublin / 2012 – 2013

Analysis of large amounts of linguistic data for the improvement of Google's speech recognition system for the Italian market. Tasks included: translations and localisation tasks, phonetic/phonological and orthographic transcriptions. Machine outputs error analysis. Web searches for quality improvement of the search engine.