

Samantha Noon

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Portfolio site: <https://samanthanoon.com/>

SKILLS:

Google Analytics, BigQuery, Google Tag Manager, Tableau, Adobe Analytics, Microsoft Office, SQL, Power BI, Data Studio, UTM campaign governance, SEO, Generative AI & agentic tools for research, analysis, documentation, and workflow acceleration.

EXPERIENCE:

Bentley Systems - Data Analytics Manager | April 2023 - July 2026

- Managed web analytics implementation for a large e-commerce site, overseeing GTM implementation and data layer management for over 50 sites.
- Set up and manage cookie consent through Google Tag Manager.
- Developed and maintained custom reports and dashboards using tools such as Google Analytics, Data Studio, and Tableau.
- Lead the implementation of advanced tracking solutions such as cross-domain tracking, enhanced ecommerce tracking, UTM, and custom data layers.

LaneTerraLever - Google Analytics Specialist | Feb 2023 - June 2023 (Contract)

- Managed web analytics implementation for a large e-commerce site, overseeing GTM implementation and data layer management.
- Manage Universal Analytics to GA4 migration for multiple websites.
- Developed and maintained custom reports and dashboards using tools such as Google Analytics, Data Studio, and Tableau.
- Lead the implementation of advanced tracking solutions such as cross-domain tracking, enhanced ecommerce tracking, and custom attribution models.

Aerlex Law - Marketing Data Analyst & Asset Manager | March 2020- Jan 2025

- Responsible for setting up and maintaining GTM accounts, including tag management, data layer implementation, and custom event tracking.
- Created and presented reports and dashboards to clients, outlining key performance indicators (KPIs) and providing actionable insights to improve website performance.
- Work collaboratively with colleagues in tagging, tracking, and data engineering to ensure well-designed data structures and high data quality for analysis.

Redwood Coding Academy - Coding Tech | Feb 2018 - May 2018

- Focus on SQL, MongoDB, Javascript, Google Analytics, Tableau, etc.

EDUCATION:

Savannah College of Art & Design **M.A.** in Digital Media | GA Southern **B.A.** in Communications | Redwood Code Academy - 3-month coding and data bootcamp