

CAMERON DUFFIN

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SUMMARY

Analytics Implementation Developer with experience in data architecture, reporting & analysis, full stack development and optimizing digital analysis for web and mobile through a data-driven lens.

EXPERIENCE

TELUS Digital - Intermediate Analytics Implementation Developer

Sept 2022 - Present

- Manage Analytics Implementation projects, working to bring all customer touchpoints into Adobe Experience Platform. Personally secured funding for million dollar Adobe Analytics implementation.
- Ensure seamless data integrity across all App and Web environments at Telus. Successfully migrated Telus' Adobe Analytics tagging to the newly developed Adobe Experience Platform, using XDM. This required net new construction of SDKs, code implementation, internal process documentation, tag implementation, QA processes, analyst education, and establishing new reporting dashboards.
- Data visualization with Adobe Analytics to demonstrate to portfolio stakeholders the performance of customer journeys, and determine how to optimize customer engagement, basket size and experience.
- Managed the analytics outgoing from multiple eCommerce flows to ensure the capturing of which products, subscriptions and promotional codes consumers are most interested in.

TELUS Digital - Junior Analytics Implementation Developer

Aug 2021 - Sept 2022

- Implemented Adobe Analytics using React.js and Typescript across 3 different applications.
- Owned an analytics suite for the Platform team - handled the strategic direction for data collection, dashboard building and analysis, implementation and development of Analytics Suite (Adobe Analytics, Decibel, Looker Studio, DataStudio)
- Created technical documentation for web and mobile developers, marketers, and non-technical business users to provide analytics solutions to their portfolios.
- Enabled Adobe Analytics on portfolios that did not previously did not contain any analytics. Helped construct possible KPIs that better assisted in understanding of the application's performance.

Freelance Web Developer

- REACT.js, Gatsby.js, GraphQL and Contentful to build websites for small businesses.
- Google Analytics implementation and initial report building for clients.
- Responsible for all Front-End and Back-End web development and deployment using AWS and Netlify.
- Designed the Graphics and UI for each site to fit the branding and culture of the respective business. Custom CSS implementation using SCSS and modular React components for each business.

TECHNICAL STACK

Adobe Experience Platform (Launch, Analytics, AJO)
Data Visualization (Looker + DataStudio + Adobe Analytics)
Javascript (ES6)
Typescript
REACT.js
Mobile/App Implementation

SQL (Tech stack in progress)
GCP (Tech stack in progress)
Google Analytics + GTM
SEO + Accessibility
CSS + Frameworks (SCSS)
Contentful
Atlassian/Jira + Github

EDUCATION

Web Development Immersive

October 2020 - March 2021

Juno College of Technology

- Javascript, CSS and HTML focused program
- REACT.js development, SEO and Accessibility
- Firebase

Bachelor of Sociology, Music Minor w/ Hons.

Sep 2011 - June 2015

Queen's University

- Statistical Methods and Qualitative/Quantitative Analysis
- Computer Science courses
- Audio Engineering Minor - Specialization
- Percussion Performance