ANGELICA AGUILAR

SENIOR MARKETING ANALYTICS & MARTECH ARCHITECT

Connecting Marketing, Engineering and Data into one reliable measurement system.

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SUMMARY

15+ years solving the measurement problems that sit between campaign performance and reliable business reporting. I turn fragmented acquisition, behavioral and revenue data into governed, decision-ready systems for complex enterprise environments. My experience spans ecommerce, ticketing, media, sports and multi-domain ecosystems, with particular strength in diagnosing attribution gaps, duplicate or missing conversions, data-quality issues and reporting inconsistencies.

SELECTED IMPACT

70% increase in qualified leads

40% increase in conversion rate

50% reduction in reporting errors

40% reduction in analysis time

CORE EXPERTISE

Event & Data Layer Design · Server-Side Measurement · Attribution & Conversion Tracking · Technical Analytics Audits · Data Quality & Governance · MarTech Integration · BigQuery / SQL / ETL · Multi-Source BI & Reporting

PROFESSIONAL EXPERIENCE

MarTech & Measurement Architect | Data Analyst

LEAP EVENT TECHNOLOGY

Sep 2025 – Present | Remote from Mexico (U.S. clients)

- Own end-to-end measurement and MarTech architecture across complex ecommerce, ticketing and multi-domain environments for enterprise U.S. clients.
- Design event, dataLayer, attribution and activation architectures across GA4, GTM, BigQuery, advertising platforms and marketing technology integrations.
- Architect and troubleshoot browser-side and server-side conversion measurement, including Meta CAPI, ecommerce events and cross-domain tracking.
- Lead technical measurement audits identifying data loss, duplicated conversions, attribution gaps, taxonomy inconsistencies and implementation risks.
- Build multi-source reporting architectures with BigQuery, APIs, ETL and BI to connect marketing activity with revenue outcomes.
- Partner with Engineering, Marketing, Paid Media, Mailing and client stakeholders to translate business requirements into scalable measurement solutions.

IT & Marketing Director | MarTech, Analytics & Growth

HOUSING CONDITO B.V.

Jun 2023 – Jun 2025 | Hybrid (Netherlands)

- Led Marketing, MarTech, analytics, web and growth operations across an interdisciplinary team and external vendors.
- Architected a multi-platform acquisition and lifecycle ecosystem integrating HubSpot, GTM, paid media, audience segmentation, marketing automation and real-time reporting.
- Designed CRM and marketing automation workflows supporting lead acquisition, nurturing, segmentation and downstream commercial reporting.

Built on Hatchable

- Increased qualified leads by 70%, conversion rate by 40%, and organic traffic by 30%.

Built on Hatchable

PROFESSIONAL EXPERIENCE — CONTINUED

Marketing Analytics & IT Project Lead
INGENIA AGENCY

Jun 2022 – May 2023 | Remote from Mexico (U.S. clients)

- Managed 10+ simultaneous digital projects across analytics, tracking, web, SEO/SEM and performance marketing in B2B and B2C environments.
- Designed measurement strategies, KPI frameworks and ETL-based reporting workflows while coordinating delivery across marketing, technical and client teams.
- Increased organic traffic by 60%+ and CTR by 25%+ across managed initiatives.

Digital Marketing & Data Analytics Manager
RRB ENERGY LIMITED

Feb 2021 – May 2022 | Remote from Mexico (U.S. clients)

- Led measurement strategy and tagging architecture while automating AWS Glue and API-based data pipelines to consolidate marketing, sales and behavioural data for scalable reporting and decision support.
- Reduced reporting errors by 50% and analysis time by 40%, while increasing user retention by 35%.
- Standardised processes by implementing best practices and reusable GTM tagging frameworks across global accounts.

Earlier Digital Marketing & Technology Experience | 2010–2021 · Progressive roles across digital marketing, SEO, web development, UI/UX, analytics, acquisition and technology environments.

TECHNICAL STACK

Measurement & MarTech: GA4 · Adobe Analytics · GTM · Tealium iQ · HubSpot · Salesforce · Meta CAPI · Server-Side Tracking · Data Layers · Ecommerce Measurement

Data & BI: BigQuery · SQL · Python · ETL · APIs · AWS Glue · Looker Studio · Power BI · Tableau · Cloud

Marketing Measurement: Google Ads · DV360 · Meta Ads · TikTok Ads · Reddit Ads · StackAdapt · MNTN · Attribution · Conversion APIs · Paid-Media Measurement

Growth & Behavior: Ecommerce Funnels · Cart / Checkout Analysis · Drop-off Analysis · Lead & User Behavior · Heuristic UX/UI Analysis · Conversion Optimization

Technical: JavaScript · HTML/CSS · Technical SEO

AI-enabled workflows: Claude · ChatGPT · analysis · QA · documentation · automation · artifact prototyping

EDUCATION & LANGUAGES

Master's in Data Analytics & Big Data (2026)

Bachelor's in Business Administration · Specialization in Marketing (2017)

Languages: Spanish (Native) · English (C2) · Dutch (A1)

SELECTED ENTERPRISE & GLOBAL EXPERIENCE

Automotive: Toyota · Mercedes-Benz

Sports & Commerce: Fanatics · NBA · NFL

Live Experiences: Black Mirror Experience · Grammy Museum

Financial Data: Buro de Credito

Retail & CPG: Walmart · Coca-Cola

Media & Entertainment: Paramount · WWE

Events & Conventions: LA Comicon · Supanova Comicon

Healthcare: Supported Patience · Ignite TX

Built on Hatchable

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