



DEREK SWITZER

Google Tag Manager SME, Technical Digital Analyst, Web Development

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"Your Computer Guy With Social Skills"

PERSONAL PROFILE

Experienced IT professional with over 5 years of Google Tag Manager expertise, Wordpress CMS, Web Development and IT Help Desk experience.

WEB RELATED SKILLS

Google Tag Manager, Google Analytics, Wordpress, CSS, PHP, MySQL, HTML, Javascript, Sales Funnel Page Creation, Marketing Automation

IT RELATED SKILLS

PC Setup/Upgrades, Software and Hardware Troubleshooting, Adware and Spyware Removal, Networking Assistance, Fluent in Microsoft Office Suite, Help Desk Support for Windows Platforms (Windows 98 – Windows 10) Via Phone/Email/In-Person. Eager To Learn New Skills.

CURRENT WORK POSITION

Technical Digital Analyst, ADUSA (prev. Peapod Digital Labs, prev. Retail Business Services), Salisbury NC, Feb 2018 - Present

- Google Tag Manager and Google Analytics experience, including custom page manipulation using Google Tag Manager
- Providing digital analytics to several grocery brands utilizing Google Tag Manager, Google Analytics, and DataStudio for report displaying
- Developer liaison for analytics-related Tickets to ensure they are correctly coded and tested
- Main point of contact for all marketing pixel, targeted media or Tagging for all grocery brands

PREVIOUS WORK EXPERIENCE

Digital Media Specialist, Coats & Clark, Charlotte NC, Jul 2017 - Feb 2018

- Google Tag Manager and Google Analytics experience, including custom page manipulation using Google Tag Manager; split testing using Monetate cloud software; custom HTML page creation; BigCommerce online store setup/configuration/theme modification; shopping cart experience using coupons/vouchers; product list migration between two ecommerce platforms.

PREVIOUS WORK EXPERIENCE (CONT)

Web Developer, Optimized Assests, Davidson NC, Dec 2015 - Jul 2017

- Wordpress website setup, maintenance, theme/plugin tweaking
- Mobile optimization and customized CSS
- Optimize Press marketing page creation
- Clickfunnels funnel page creations/split-testing
- Infusionsoft CRM setup and marketing automation
- Email marketing
- Shopify online store setup/configuration
- Google Tag Manager and Google Analytics experience
- Website backups and migration

Workstation Support, Digital Planet Inc, Mechanicsburg PA, Jun 2014 - Feb 2015

- Tier 1 and Tier 2 support calls
- Workstation migration/upgrades
- Remote desktop connections
- Online backup software utilization
- Installation and updating of proprietary software
- Interaction with software developer and clients of all managerial levels
- Website maintenance for existing clients
- New website setup and design, mainly using Wordpress

Workstation Support, Central PA Technologies, Camp Hill PA, Mar 2015 - Jun 2015

- Tier 1 and Tier 2 support calls
- Workstation migration/upgrades
- Microsoft Volume Licensing
- Remote desktop connections
- Microsoft Office fluency
- Interaction with clients of all managerial levels
- Website maintenance for existing clients
- New website setup and design, mainly using Wordpress
- PHP and CSS modifications to Wordpress themes, child themes, plugins

Web Content Specialist, Capital Blue Cross, Harrisburg PA, Nov 2012 - Jun 2014

- HTML code cleanup and altering
- Web page content proofreading
- Website and mobile site testing for functionality and consistency
- Mobile app testing

EDUCATION

2013

Associates of Arts, Web Development

Harrisburg Area Community College - Harrisburg, PA

REFERENCES AVAILABLE UPON REQUEST