

Alfian Dwi Syahputra

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PROFILE

Bachelor's degree in Informatics Engineering with experience working at a Google certified data analytics and data engineering firm that managed e-commerce, automotive, and banking analytics projects for high profile clients. Skilled in Google Analytics (GA4), Google Tag Manager, Firebase and Google Cloud Platform. Adept at designing and implementing scalable tracking solutions, performing QA for analytics instrumentation, and turning technical tracking requirements into clear, client-ready deliverables that improve visibility across the e-commerce, automotive, and banking funnel.

SKILL & CERTIFICATION

Google Analytics

- General Google Analytics audit dashboard.

Google Certification

- Google Analytics 4 Individual Qualification Certification.
- Google Cloud Certified Professional Data Engineer.

Google Tag Manager

- Responsible for Installing, Trobleshoot, Audit, configuring & for Data Analytics Tracking, custom Data Tracking.

Google Looker Studio

- Create Dashboard from Google Analytics.

Google Cloud Service

- Cloud Run
- Cloud Function
- Pub/Sub
- Google Cloud Storage
- BigQuery

Data Analytics Tracking and Ads:

- Google Ads.

- Meta Ads.
- Data Insight
- Audit GA/GTM implementation within iframe/non iframe, SPA websites.
- Audit & plan Enhanced Ecommerce, Non Enhanced Ecommerce, User Tracking.
- Quality Assurance for Enhanced Ecommerce, Non Enhanced Ecommerce, User Tracking.
- Setup & QA cross domain tracking.
- Export Audience to Marketing Platform/Ads Platform.

Editing and Design

- Adobe Illustrator.
- Adobe Photoshop.
- Google Sketchup.

Programing

- React JS
- Python
- PHP
- SQL

EXPERIENCE

PT. Ilmuwan Data Nusantara

Product Engineer (June 2021 - Present)

Responsible for designing, implementing, validating, and operating web analytics systems (GA4, GTM, Firebase, BigQuery, Cloud Functions) and delivering analytics-ready data to business and marketing platforms.

- Install, configure, and maintain web analytics stacks including Google Analytics (GA4), Google Tag Manager and Firebase.
- Perform analytics instrumentation QA: validate events, parameters, user properties, sessionization, and e-commerce flows to ensure data accuracy.
- Implement GTM solutions for tracking (GA4, Google Ads conversions, Meta/third-party pixels) and custom dataLayer strategies.
- Troubleshoot analytics discrepancies across GA4, tag managers and partner platforms, provide root-cause analysis and corrective actions.
- Author clear technical documentation and handover materials, ensure deliverables are understandable for both technical and non-technical stakeholders.

- Audit and design enhanced e-commerce and user-level tracking schemas, propose improvements to increase event coverage and analytical usefulness.
- Build and manage analytics data pipelines using BigQuery and Cloud Functions for O2O and real-time projects.
- Integrate analytics with external systems: export aggregated or raw data to marketing/ads platforms via Cloud Functions and APIs.
- Develop automated scripts (Python + Cloud Functions) for tasks such as Google Business Profile auditing and real-time anomaly detection.

PT. Kencana Maju Bersama

Sales Representative (January 2020 – June 2021)

It is the main point of contact between a business and its customers. The sales team ensures that existing customers receive the right products and services, identifies new markets and customer prospects, and makes presentations to potential customers.

Universitas Trilogi

Assistant Lecturer – Application Mobile (March 2019 – September 2019)

Assisting lecturers in teaching in class, assisting in preparing the syllabus for the next semester, assisting student research, assisting in the lecturer's research process

PT. Mulya Kencana Metalindo

Internship – IT Support (October 2018 – November 2018)

Responsible for inventory data processing from Merchandisers and Responsible for developing Account receivable app mobile and its database as client's request for more efficient system

ORGANIZATION & EVENTS

Wedding Organizer (WeOrganize)

- Coordinate with all parties involved in the wedding ceremony starting from the bride and groom, family, KUA or civil registration officers, venue, all vendors and event performers.
- Briefing to the family.
- Organize the course of the event such as ensuring the arrangement of decorations, traditional processes, and accompaniment to the event process.

Trilogi Festival

Design, Decoration, Documentation (2015)

- Create event design layouts
- Making stage and tenant decorations

- Documenting pre-events, main events and collaboration with vendors and sponsorships

Sponsorship Division Manager (2016 & 2018)

- Make a list of parties who will be invited to collaborate and submit sponsorship proposals to certain parties.
- Coordinate with the campus, event chair and other parties to look for potential that will be used for collaboration.
- Plan and provide potential collaboration for business and non-business benefits.
- Plan other funding sources that provide income.
- Warmly welcome the sponsors when they come on the day of the event.
- Carrying out fund and business follow-up both pre-event and post-event.
- Make a list of needs and budget which will later be submitted to the other divisions concerned.

Symphony Of Trilogi

Event Sponsorship (2016)

- Plan and provide potential collaboration for business and non-business benefits.
- Plan other funding sources that provide income.
- Warmly welcome the sponsors when they come on the day of the event.
- Carrying out fund and business follow-up both pre-event and post-event.

Trilogi Basketball (Tri Action)

Sponsorship Division (2016)

- Plan and provide potential collaboration for business and non-business benefits.
- Plan other funding sources that provide income.
- Warmly welcome the sponsors when they come on the day of the event.
- Carrying out fund and business follow-up both pre-event and post-event.

Student Executive Board

UKM Department (2016 - 2018)

EDUCATION

Universitas Trilogi

Bachelor Degree of Informatics Engineering (2015 – 2021)

SMA Negeri 5 Depok

Natural Sciences Major (2011 – 2014)