

JEANELFE JOY DELFINADO

Marketing Operations & Analytics Specialist

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PROFESSIONAL SUMMARY

Data-driven Marketing Operations Specialist with extensive experience in technical tracking implementation and advanced analytics. Expert in bridging the gap between marketing strategy and technical execution through Server-Side Google Tag Manager (sGTM), GA4, and custom Looker Studio dashboards. Licensed professional and academic excellence awardee with a proven track record of managing technical audits for over 20 client accounts.

TECHNICAL SKILLS

- Tracking & Attribution: GTM (Web & Server-Side), GA4 Configuration, Meta Conversions API (CAPI), Stape, Attribution Modeling.
- Data Visualization: Looker Studio (Custom Dashboarding), Google Sheets (Advanced Analytics & Inventory Tracking).
- Web Development: HTML/CSS (Portfolio Management), GitHub Pages.
- AI & Tools: AI-assisted coding, Generative AI for creative workflows.

PROFESSIONAL EXPERIENCE

Marketing Operations & Analytics Specialist | T&T Digital | Oct 2021 – March 2025

- Lead the technical setup and audit of GA4 and GTM for over 20 diverse client accounts, ensuring data integrity and accurate attribution.
- Implemented server-side tracking solutions to bypass browser-side restrictions and improve data accuracy for high-stakes marketing campaigns.
- Developed custom Looker Studio reports to translate complex data sets into actionable insights for stakeholders.
- Manage end-to-end technical infrastructure for Meta Ads, focusing on CAPI and signal health.

College Instructor | Southway College of Technology | Aug 2020 – 2021

- Delivered lessons, prepared coursework, and monitored student performance.
- Maintained records and supported academic coordination.
- Built communication, organization, and performance-monitoring skills transferable to operations roles.

Loans Officer (Data and Reporting Lead) | Triple Diamond Finance Corporation | Pre-2020 (Early Career)

- Streamlined data entry and reporting processes for a lending company, improving operational efficiency in record-keeping.

PROJECTS

Digital Portfolio & Analytics Sandbox

- Developed a personal portfolio hosted on GitHub Pages, integrating a full-stack tracking implementation using sGTM (Singapore Region) and GA4.
- Configured custom events for file downloads and engagement tracking to demonstrate advanced platform administration.

Bellabeat Case Study (Google Data Analytics)

- Analyzed smart device fitness data to identify growth opportunities for a wellness brand, utilizing RStudio and Tableau to visualize user trends.

Looker Studio Portfolio Dashboard

- Designing an end-to-end reporting suite using real-time data from my portfolio website, tracked via sGTM and GA4.

Food Price Checker Dashboard

- Built a Tableau dashboard to organize and visualize pricing data for easier comparison and budgeting analysis.

Campaign Performance Analysis

- Created spreadsheet-based reports and dashboards using mock campaign data to analyze trends, efficiency, and performance metrics.

EDUCATION & CERTIFICATIONS

- Bachelor of Secondary Education | Class of 2019
 - Academic Excellence Awardee & Graduation Speaker.
- Licensed Professional Teacher | Passed Dec 2019 / Licensed Feb 2020.
- Google Data Analytics Professional Certificate | Completed Jan 2026.