

Paolo Bietolini

CRACOW, POLAND • PAOLO@PAOLOBIETOLINI.COM • [+48882738086](tel:+48882738086)

PAOLOBIETOLINI.COM • GITHUB • LINKEDIN.COM/IN/PAOLOBIETOLINI

SUMMARY

Senior Digital Analyst specialized in analytics infrastructure and tracking implementation for multinational e-commerce.

Early adopter of server-side tracking at enterprise scale, with hands-on experience across GA4, Adobe Analytics, Google Tag Manager, data layer design, and downstream transformation on BigQuery.

Active contributor to the analytics ecosystem through open-source tooling (GTM MCP server) and technical writing (paolobietolini.com), including a widely-shared analysis of EU martech infrastructure sovereignty.

SKILLS

Data & Analytics Engineering: SQL, BigQuery, Google Cloud Platform, dbt, Docker.

Analytics Implementation: GA4, Adobe Analytics, Google Tag Manager, Adobe Tags, Server-Side Tracking, Data Layer Design, E-commerce Analytics.

Programming: Python, JavaScript, C (learning), Git.

PROFESSIONAL EXPERIENCE

Technical Digital Analyst | ALDI Tech Hub

April 2024 – Present

Cracow, Poland

- Lead analytics infrastructure consolidation across 8 ALDI showcase websites, standardizing Adobe Analytics taxonomies to enable consistent cross-market measurement.
- Reduced tracking infrastructure costs by ~20% by building and optimizing server-side tracking pipelines, implementing batching patterns to reduce cloud costs.
- Define data layer specifications for new platform features and third-party integrations, serving as the technical reference for development teams during implementation.
- Built a pub/sub architecture to save on implementation and QA time

Senior Digital Analyst | Dyson

April 2022 – April 2024

Cracow, Poland

- Built data pipelines from GA4 and Adobe Analytics into BigQuery, feeding Looker dashboards across a fully GCP-based analytics infrastructure.
- Served as early adopter of Server-side tracking at scale, identifying and reporting significant platform bugs while working directly with Adobe and Google engineering.
- Owned analytics implementation for new market e-commerce launches, writing data layer specifications and validating tracking before go-live.
- Led incident response for tracking issues, including a Black Friday outage resolved within half a day, minimizing business impact.

Technical Solutions Engineer | Google (via Cognizant TVC)

March 2021 – April 2022

Krakow Metropolitan Area

- Provided technical troubleshooting and solution design for complex Google Analytics and Tag Manager implementations across diverse technology stacks.
- Developed training programs for technical teams on JavaScript integration patterns and analytics implementation best practices.

PORTFOLIO

GTM MCP Server | *Ongoing · Open-source*

Open-source Go project enabling natural language management of Google Tag Manager through AI assistants. Gaining traction in the analytics community.

Repository: <https://github.com/sprawz/gtm-mcp-server>

Analytics Tooling | *Ongoing · Open-source*

- Machine-readable GTM API reference optimized for LLM consumption.
- GTM Custom Templates
- Adobe Analytics Product String Validator for e-commerce data quality.
- Adobe Analytics SDR generator in Python

Personal Analytics Blog | *Ongoing*

Personal and technical blog on analytics, programming and personal point of views

Site: <https://paolobietolini.com>

EDUCATION

Bachelor's Degree | *Università di Roma Tor Vergata*

2012

Rome, Italy

LANGUAGES

English (Fluent) • Italian (Native) • Polish (Basic)