

Paolo Bietolini

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Experience

ALDI Tech Hub

Kraków, Poland

Technical Digital Analyst

Apr 2024 – Present

- Led analytics infrastructure consolidation across 7 ALDI showcase websites, standardizing Adobe Analytics taxonomies and reporting structures to enable consistent cross-market measurement.

Dyson

Kraków, Poland

Senior Digital Analyst

Apr 2023 – Apr 2024

- Managed analytics implementation across 19 markets (out of ~40), running dual tracking stacks, GA4 and Adobe Analytics in parallel, with a migration from GTM to Adobe Tags.

Digital Analyst

Apr 2022 – Apr 2023

- Collected data from a variety of sources, including Google Analytics and Adobe Analytics, to provide insights into website traffic, user behaviour and conversion rates.

Cognizant

Kraków, Poland

Subject Matter Expert, Google Technical Solutions EMEA (TVC)

Jan 2022 – Apr 2022

- Provided technical troubleshooting and solution design for complex Google Analytics and Tag Manager implementations across diverse technology stacks.

Web Implementation Specialist, Senior Process Executive

Mar 2021 – Jan 2022

- Implemented, enabled and supported Google services: Ads, Analytics, Merchant Center, Google Tag Manager.
- Tag implementation on CMS platforms: WordPress, PrestaShop, Magento, Joomla, Shoper, IAI.

Education

University of Rome Tor Vergata

2007 – 2012

Bachelor's Degree, Humanistic Studies

Projects & Activities

Google Tag Manager MCP

github.com/paolobietolini/gtm-mcp-server

An MCP server to manage Google Tag Manager using AI

Skills

Analytics: GA4, Adobe Analytics, BigQuery

Tag management: GTM, Server-side GTM, Google Tag Gateway, Consent Mode v2

Engineering: JavaScript, TypeScript, C, Docker, Astro