

Adam King

Senior Martech Engineer

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EXPERIENCE

The College Board, Austin, TX- *Digital Analytics Engineer*

October 2024 - Present

- Partnered with cross-functional teams to align on business requirements, technical execution, and measurement standards for user event tracking, A/B testing, personalization, and consent management.
- Architected, implemented, and maintained advanced tracking solutions using Adobe Tags and Adobe Experience Platform (AEP) leveraging XDM schemas and real-time data flows into Customer Journey Analytics (CJA)
- Served as a subject matter expert for web/server event tracking, data architecture, and tag management best practices.

Wpromote, LLC, Austin, TX- *Analytics Engineer*

October 2021 - October 2024

- Researched and architected large-scale server and client side data collection foundations across multiple advertising and analytics platforms including Meta, TikTok, SnapChat, GA4, Adobe Launch, and Segment
- Documented, implemented, and sustained multi-component internal analytics tools, written in Javascript and Python, that decreased manual auditing time by 95%
- Stayed up to date on Privacy laws and legislation (HIPPA, GDPR, etc) and acted as subject matter expert on consent platform implementation.
- Mentored junior analytics engineers, and led team meetings / consulted on budget discussions for large analytics implementation

Springboard Software Engineering Bootcamp - *Certificate*

April 2020 - March 2021

- Designed database schemas and relations for data foundations of web applications with postgresql
- Implemented API's to communicate with databases and serve information to front end web applications using python and node

- Created engaging user interfaces with javascript and [React.js](#) utilizing single and multi page application architecture

Projects

Internal Custom Analytics Implementation (The College Board)

- Collaborated with business stakeholders to identify key performance indicators
- Translated business requirements into technical documentation and architected the event driven data layer
- Provided technical direction to engineering teams to ensure the data layer was implemented correctly
- Implemented the analytics tracking utilizing the newly created data layer through Adobe Tags (Launch)
- Created dashboards within Adobe Customer Journey Analytics to visualize the web analytics data

Google Analytics 4 Migration (Wpromote)

- Migrated 100+ Google Analytics Implementations to GA4
- Ensured all variables in legacy Google Analytics implementations were present and accounted for in GA4
- Validated analytics implementation through Google Tag Manager was accurate and tracking correctly
- Confirmed privacy signals across global implementation were abided by

EDUCATION

Texas A&M University - Corpus Christi - *M.S Clinical Mental Health Counseling*

Jan 2016- August 2018

The University of Texas at Austin - *B.A. Philosophy*

August 2011 - May 2015