

THOMAS ROCHARD-PULLEN

DIGITAL ANALYTICS IMPLEMENTATION SPECIALIST

ABOUT ME

I am an adaptable individual with enthusiasm to make things happen and achieve goals.

I have a strong technical knowledge; JavaScript, PHP, Python, SQL, HTML, CSS pre-processors, working with API's, web services and GIT source control.

I am experienced in google and adobe analytics suites, as well as data visualization.

I have experience in design work, and have the ability to work from a customer brief or have free roam over a project.

I am able to work collaboratively in a team when in a position of leadership or otherwise.

I consider myself to be an effective multi-tasker with the ability to maintain quality and composure by action planning and prioritising the tasks at hand.

CONTACT

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REFERENCES

TOM KELLEHER

Head of Technology - The Telegraph

Email: tom.kelleher@telegraph.co.uk

MOST RECENT REFEREE

Supplied upon request

EXPERIENCE

**Digital Analytics
Implementation
Specialist**

09.2019 - Present

BT

In this role I am leading the EE analytics implementation team and overseeing the development work from the personalisation team. Duties include:

Adapting business requirements to technical solutions
Integrating analytics tools and tagging architecture
Developing & analysing CRO tests
Facilitating the deployment of machine learning models
Managing the workstack of my team

Software Engineer

10.2018 - 09.2019

THE TELEGRAPH

I started at the telegraph as an Analytics Architect managing the tracking and classification of website data. After voluntarily assisting other teams around the business I was promoted into the software engineering team - strategic optimisation. Duties included:

Front end design and software development
Developing stable and compatible tests
A/B / MVT testing and analysis
Engineering integrations with machine learning models

Full Stack Developer

12.2016 - 10.2018

GAP 360

I predominantly worked as a full stack developer; however my duties varied greatly due to the small digital team size. My remit included:

Database and backend system development
Front end design and development
API integration
SEO and load speed auditing
Analytics reporting and tag management

Front End Developer

06.2014 - 11.2016

GFORCES WEB MANAGEMENT

In an agency like environment, I developed high quality websites to tight deadlines. My duties included:

Front end development
Module templating
QA and code reviews
Research and Development

EDUCATION

University of Kent

2012 - 2016

WEB COMPUTING WITH YEAR IN INDUSTRY BSC

My degree was a hybrid between computer science and the digital arts. Modules I studied consisted of, software engineering, mathematics, digital and interaction design; I achieved a 2:1 degree classification.

HOBBIES



Music



Swimming



Photography



Cycling