

Iurie Olișcan

Senior Tracking Specialist · Web, App & Server-Side Analytics

ioliscan12@gmail.com LinkedIn Moldova · Remote (EU & US)
Full-time or contract

PROFILE

Tracking and measurement specialist with 6+ years building web, app and server-side analytics for agencies and high-scale clients in iGaming, banking, pharma, e-commerce, music and mobile apps. I design the full stack — dataLayer, GTM client and server, consent, ad-platform APIs and mobile attribution — so teams trust their numbers and ad algorithms get complete signals.

KEY ACHIEVEMENTS

- **+10% Purchase and +12% first-deposit events** in Meta after moving an iGaming client to CAPI on server-side GTM (Stape and self-hosted Kubernetes).
- **40% less "Unassigned" traffic** in GA4 for a multi-site client by fixing a broken Consent Mode V2 / OneTrust flow.
- **200+ websites migrated** from Universal Analytics to GA4.
- **$1M+ monthly ad spend tracked** across markets, ad networks and mobile attribution partners.
- **40+ client properties** implemented, audited or reported on.
- **Built a campaign-naming web app** (UTM builder, encode/decode API, Postgres) that standardized naming across marketing teams.

EXPERIENCE

Independent Tracking & Analytics Consultant — 2020 – Present

Contract and freelance · agencies and their enterprise clients

- **Benrey (iGaming agency):** Own the tracking stack for a multi-market iGaming client with $1M+ in monthly ad spend. Server-side GTM, Meta CAPI and Signals Gateway; Adform, ExoClick and TrafficStars via custom HTTP requests; mobile attribution for Unity, Mintegral and ironSource; data QA across Snowflake → Power BI; an IP-exclusion pipeline (BigQuery → Snowflake → dbt → Google Ads API).
- **Voodoo (contract):** Ongoing tracking, analysis and reporting for a major music-industry client across properties including Beatport and YML.
- **Limitless Agency (contract):** GA4, Meta Pixel, TikTok and Google Ads Enhanced Conversions across 20+ client properties.
- **Spherical (freelance):** Looker Studio reporting for 10+ high-end hotel properties, with executive analyses and summaries.
- **Upwork (freelance):** GA4, GTM and ad-platform conversion tracking for small and mid-size businesses.

SKILLS

Measurement

GA4 & GA360 · GTM · dataLayer design · Cross-domain

Server-side

sGTM (Stape, Kubernetes) · Meta CAPI · Signals Gateway · Google Tag Gateway · First-party cookies

Ad platforms

Google Ads EC & Offline · Meta · TikTok · Adform · ExoClick · TrafficStars

App analytics

AppsFlyer · OneLink · SKAN · Firebase · Mixpanel · Amplitude

Privacy & consent

Consent Mode V2 · OneTrust · Cookiebot · CookieYes · GDPR

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EXPERIENCE, CONTINUED

Tracking & App Analytics Consultant — 2023 – 2025

Data Revolt Agency

- Owned tracking for 10 enterprise properties in banking, pharmaceuticals and cosmetics.
- Led AppsFlyer implementations: SDK specs for developers, event mapping, OneLink and deep linking, SKAdNetwork conversion-value planning, Meta app integration.
- Designed a custom OneLink builder that standardized campaign links across teams.
- Built advanced GTM solutions: Consent Mode V2 fixes, engagement scoring, blog revenue attribution.

Tracking & App Analytics Consultant — 2022 – 2023

Digital Workforce (Romania)

- Owned web and app tracking for enterprise clients across e-commerce and lead-generation websites.
- Implemented app tracking with Firebase and Mixpanel, working with developers on SDK rollout.
- Built custom tracking with DOM scraping and JavaScript where no dataLayer existed.

Martech Specialist — 2020 – 2022

Smarters

- HubSpot specialist: managed CRM updates and data hygiene, and built integrations between the CRM and marketing, analytics and business tools.

SELECTED CASE STUDIES

Meta CAPI on server-side GTM · iGaming
+10% Purchase and +12% first-deposit events reported to Meta, with Pixel–CAPI deduplication and higher match quality.

Consent Mode V2 repair · multi-site client
Custom GTM logic read the OneTrust cookie to stop consent resetting between pages: 40% less “Unassigned” traffic.

Signals Gateway vs server-side GTM test
Found Signals Gateway forwarding its own server IP, hurting match quality; recommended keeping sGTM.

BigQuery e-commerce journey analysis
Rebuilt view → purchase funnels from raw GA4 data to locate drop-offs, weak categories and high-intent traffic sources.

AppsFlyer web-to-app attribution
OneLink and deferred deep links, SKAN planning, Meta app integration and a OneLink builder for consistent links.

B2B engagement scoring
Weighted GTM events into a session score that sorts users into top-, mid-

TOOLS

Data

BigQuery · SQL · Snowflake · dbt · Looker Studio · Power BI

CRM & martech

HubSpot · CRM integrations

Code

JavaScript · Python · HTML/CSS · Web apps

CERTIFICATIONS

Google Analytics 4
AppsFlyer
OneTrust

LANGUAGES

Romanian	Native
English	C1
Russian	B2

INDUSTRIES

iGaming · Banking · Pharma · E-commerce · Music · Hospitality · Mobile apps · Lead generation