



Frederic Labadie

Analytics Architect

+31 6 13 82 86 35 | Frederic.Labadie@gmail.com | linkedin.com/in/frederic-labadie

Amsterdam, Netherlands | EU Work Authorisation | Available Immediately

fredericlabadie.com | github.com/fredericlabadie

PROFESSIONAL SUMMARY

Analytics architect and data analyst with 14+ years building measurement infrastructure from scratch. I sit at the intersection of two things most practitioners have separately: technical instrumentation — GTM (client and server-side), BigQuery, dbt, GA4, Amplitude, Adobe Analytics — and qualitative research methodology, specifically Sense-Making Methodology (Dervin), applied in practice across user testing, UX question design, and focus group facilitation. Multi-client enterprise consulting at Telus Digital; five years building marketing analytics from scratch at Stanley Steemer across 280 locations. Amsterdam-based, EU work authorisation, available immediately. MSc in Data Analytics.

CORE SKILLS

Analytics	GA4 (advanced, certified), Adobe Analytics (Business Practitioner), Amplitude (11 certs incl. both Expert tracks), GTM client + server-side, Adobe Launch
Data Engineering	BigQuery/GCP (advanced, daily), SQL (8+ years), dbt (Fundamentals certified Apr 2026), Python (pandas, scipy, matplotlib), Snowflake, Databricks, Knime, GitHub
BI & Dashboards	Looker Studio (advanced, primary), SSRS (advanced), Power BI (working knowledge), Tableau (working knowledge)
Tracking	sGTM, CAPI (Facebook Conversions API), Google Ads Conversion API, SDR creation, data layer architecture, custom JavaScript, SPA tracking, ObservePoint, Omnibus
MarTech & CDP	Bloomreach CDP (certified), Braze REST API, Oracle Responsys, OneTrust GDPR/CCPA (3 organisations), Acquia
AI & LLM	Claude API (production: error alerting + workflow design), Anthropic Sonnet/Haiku, Hugging Face, Vertex AI (Prompt Design certified)
Methods	A/B testing & experimentation, multi-touch attribution, cohort & retention modelling, funnel analysis, Sense-Making Methodology (Dervin), heuristic evaluation

WORK EXPERIENCE

- Analytics Architect** 2024 – Present
Telus Digital — Digital Product Consultancy | Remote (multi-client: e-commerce, consumer electronics, B2B SaaS, travel)
- Own end-to-end tracking implementation engagements — measurement planning, SDR creation, data layer architecture, sGTM deployment, CAPI, and Google Ads Conversion API for server-to-server measurement accuracy.
 - Build and automate SQL/BigQuery pipelines eliminating 12+ hours/week of manual reporting per client; Looker Studio dashboards giving product and marketing leadership consistent KPI visibility.
 - Architected AI-assisted error alerting using Claude routines and Amplitude’s AI agent — compressing 230 raw alerts to 39 AI-posted findings per two-week production run (83% reduction).
 - Built Python pipeline extracting Braze campaign data via API into Looker Studio, eliminating 8 hours/month of manual reporting.
 - Lead A/B testing and experimentation end-to-end; one multi-touch attribution model prompted a client budget reallocation from brand keywords to upper-funnel channels.
 - Designed app and web analytics architecture in GCP across mobile and web client products.
- Email & SMS Marketing Manager** 2023 – 2025
Micro Center Inc. — Consumer Electronics Retail | Remote (concurrent with Telus Digital)
- Led marketing platform migration across Oracle Responsys, Acquia, and Snowflake to Bloomreach CDP — rebuilt customer data model, event schemas, and segmentation logic while maintaining full campaign continuity.
 - Achieved 10.8% YoY CTR and 5.8% open rate improvement through A/B testing and data-informed lifecycle optimisation. Managed a team of two designers.
- Analytics Architect / BI Developer** 2018 – 2023

Stanley Steemer Inc. — National Franchise Service | 280 locations

- Built the organisation's marketing analytics and BI infrastructure from scratch on a mature operations data estate — single customer concept and householding data model, SQL/BigQuery pipelines, SSRS and Looker Studio dashboards, KPI framework, and governance standards.
- Led GA4 beta implementation and early GTM server-side release programmes; implemented CAPI and Google Ads Conversion API for server-to-server measurement.
- Applied Sense-Making Methodology (Dervin) in user testing alongside Hotjar and SurveyMonkey; established A/B testing culture from zero with leadership that had previously operated on gut feel.
- Implemented OneTrust consent management for GDPR/CCPA compliance across the full digital estate.

Web Analyst / Digital Business Analyst

2015 - 2019

Designory / TBWA Worldwide & Xivic, Inc. — Digital Agencies | Los Angeles CA

- Delivered web and app analytics for Subaru (primary) using Universal Analytics and Adobe Analytics; GTM migrations, data layer architecture, custom JavaScript tracking, A/B testing (VWO, Optimizely), and OneTrust implementation.
- Applied Sense-Making Methodology in UX question design and user testing alongside Hotjar; delivered 360° campaign analytics and QBR packs for senior brand stakeholders.

Digital Communication Specialist

2011 - 2015

Melody Health / Planned Parenthood — National Nonprofit | Santa Ana CA

- Built analytics infrastructure from scratch; data-driven subscriber growth from 20,000 to 50,000 through acquisition funnel analysis and channel optimisation.
- Facilitated focus groups using Sense-Making Methodology to inform brand positioning for the Melody Health launch.

EDUCATION

Master of Science, Data Analytics — 2020-2023

Western Governors University

Data Science Continuing Education Certificate — 2018

University of California, Irvine

Bachelor of Arts, Strategic Communications — 2006-2011

The Ohio State University | Minors: Professional Writing, Philosophy

CERTIFICATIONS

- dbt Fundamentals — dbt Labs (April 2026)
- Amplitude Expert: Analysis (May 2026) | Amplitude Expert: Data Management (April 2026)
- Amplitude Specialist: Experiment, Marketing Analytics, Data Cleanup (March 2026)
- Amplitude Practitioner: Retention, Acquisition, Monetization (March 2026)
- Adobe Analytics Business Practitioner — Adobe (November 2024)
- Google Analytics Certification — Google (expires August 2026)
- Conversion Optimisation Certification — Google (August 2025)
- Databricks Fundamentals — Databricks Academy (February 2026)
- Prompt Design in Vertex AI — Google Cloud (February 2026)
- Sense-Making Methodology (Dervin) — Ohio State University (March 2011)
- Decision Science Fundamentals — LinkedIn (August 2025)

REFERENCES

Liz Schilling

Director, Data & Digital Strategy — Geben Communications | Liz.massey.schilling@gmail.com | Colleague, Stanley Steemer

Jonathan Butcher

Business Intelligence Developer — Stanley Steemer | jonboy6257@gmail.com | Colleague, Stanley Steemer

Gavin Reeves

Lead Product Analyst — Cengage Group | greeves1000@gmail.com | Colleague, Telus Digital