

Gabriel Caceres

Web Analytics & Business Intelligence · GA4 & Google Tag Manager · Power BI

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 Portfolio: gabrielcaceres.com.br

PROFESSIONAL SUMMARY

Web Analytics and Business Intelligence professional with hands-on technical expertise across the MarTech stack. Specialized in tracking via Google Tag Manager, advanced GA4 configuration, and data quality governance. I build Power BI dashboards that connect media, behavior, and business metrics, turning data into data-driven decisions.

PROFESSIONAL EXPERIENCE

Slab

May 2025 – May 2026

Curitiba, Brazil · Remote

Web Analytics Manager & Paid Media Manager

Nov 2025 – May 2026

- Led the clients' Web Analytics operation, owning tracking architecture and measurement strategy.
- Managed paid media across Google Ads and Meta Ads, integrating campaign data into the analytics layer for performance-based optimization.
- Built Power BI dashboards consolidating media, GA4, and complementary sources into a unified view of funnel, CAC, and ROAS.

Tracking Specialist

May 2025 – Nov 2025

- End-to-end tag implementation via Google Tag Manager: container architecture, variables, triggers, and technical auditing in production.
- Advanced GA4 configuration with structured Data Layer, custom events, and conversion mapping by business model.
- Data quality governance across measurement pipelines, ensuring consistency and reliability for analysis and strategic decisions.

Macfor

Nov 2024 – May 2025

São Paulo, Brazil · Remote

Junior Web Analyst

- Technical tracking implementation in GTM: creation and validation of tags, triggers, and variables for structured data collection.
- Event modeling via Data Layer for granular measurement of conversions, micro-conversions, and user journey in GA4.
- Technical audits and production debugging, ensuring accuracy and consistency of measurements for marketing analysis.

BW8 Martech

Oct 2023 – Oct 2024

Londrina, Brazil

BI Analyst

- Developed Power BI dashboards consolidating marketing, paid media, and digital performance KPIs for multiple clients.
- Implemented the tagging stack via GTM, integrating Google Ads, Meta Ads, and GA4 into the measurement ecosystem.
- Data modeling and analytical reporting for strategic support to marketing teams.

EDUCATION

Bachelor's Degree in Marketing · PUC-PR

Jul 2025 – Jul 2029

Technical Degree in Information Technology · IFBA

Completed

CERTIFICATIONS

Google Ads, Official Google Certification

Meta Ads, Official Meta Certification

TECHNICAL SKILLS

Web Analytics & Tracking Google Analytics 4 (advanced), Google Tag Manager, Data Layer, custom events, enhanced measurement, custom dimensions and metrics, tagging audits, production debugging

Business Intelligence & Data Power BI, data modeling, performance dashboards, digital marketing KPIs, GA4 + BigQuery integration, quantitative analysis, data quality governance

Media & Performance Google Ads, Meta Ads, campaign management, attribution modeling, conversion funnel analysis, ROAS, CAC, data-driven optimization

Complementary Tools Google Search Console, advanced Google Sheets, Looker Studio, integration across media and measurement platforms

LANGUAGES

Portuguese: Native · English: Intermediate (technical / documentation reading)