

YASHAR HEIDARI

Marketing Operations & Analytics | B2B SaaS, GA4, Lifecycle Automation
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Portfolio: yheidari.github.io/operations-automation/
Italian residence permit holder, EU work-authorized | Open to remote roles globally | Available immediately

PROFILE

Marketing Operations & Analytics specialist focused on measurement, growth systems, and lifecycle automation in B2B SaaS. I bridge marketing, product, and data: designing event tracking, building self-serve dashboards, and turning fragmented multi-channel data into clear decisions on budget, funnel performance, and campaign ROI. Hands-on with GA4, Google Tag Manager, SQL, Looker Studio, and n8n / Cloudflare Workers for marketing automation. Remote-first, async-friendly, with a documentation-first builder mindset.

EXPERIENCE

Marketing Analyst (Data, Growth & Lifecycle)

Jumbula - Online registration and payment platform for schools (B2B SaaS, US) | Remote | Jan 2022 - Feb 2026

- Owned marketing performance analytics across paid, organic, email, and lifecycle campaigns for a B2B SaaS serving camps, schools, and youth programs.
- Designed and evolved the KPI framework for acquisition and funnel health (visits, trials, enrollments, retention), aligning Marketing, Sales, and Product on 12 shared metrics across the funnel.
- Built and maintained GA4-based tracking for registrations, payments, and feature usage, including custom dimensions and conversions mapped into reporting dashboards adopted by ~15 stakeholders across leadership, Sales, and Customer Success.
- Created self-serve dashboards (GA4 + Looker Studio + Sheets) covering campaign ROI, CAC trends, churn drivers, and cohort behaviour, reducing ad-hoc reporting requests by ~40% (from roughly 10 to 6 per week).
- Partnered with Product to instrument event tracking and experiments for new modules (mobile apps, communication tools), tying usage data to lift in retention and expansion.
- Ran A/B tests on landing pages, pricing messages, and email flows that informed the reallocation of ~25% of paid budget from underperforming channels to top-CAC channels after attribution analysis.
- Identified a key drop-off between the payment-info and confirmation steps, contributing to a ~12% lift in registration completion after coordinated product and marketing fixes.
- Implemented automation (n8n, Zapier, Cloudflare Workers) to sync leads and events between website forms, CRM, email tools, and reporting sheets, cutting manual reporting work by ~6 hours/week and improving data freshness from weekly to daily.
- Provided data-backed input to roadmap prioritisation, using account usage and revenue data to argue for features with the highest impact on retention and upsell.

Junior Marketing Contributor (Part-time)

Jumbula | Remote | Sep 2019 - Dec 2021

- Started as a part-time contributor while in school, supporting campaign reporting, event tagging, and lightweight automation work.
- Took on progressively larger responsibilities across analytics setup and lifecycle email tooling, transitioning into the full Marketing Analyst role in 2022.
- Built early familiarity with GA4 / GTM, SQL fundamentals, and Sheets-based reporting that became the foundation for later analytics work.

Founder - Marketing & Automation Systems (Side Project)

BackPR.com / zee.backpr.com | Remote | 2024 - Present

- Designed and built a multi-site, multi-language content and lead-generation system across 3 domains (EN, IT, ES) using n8n, Cloudflare Workers, and Hugo, automating: RSS ingestion, AI summarisation and content generation, image sourcing, and structured-data / sitemap updates.
- Implemented end-to-end analytics: GA4 events, UTM taxonomies, and consolidated dashboards for traffic, leads, and content performance across all domains.
- Created data pipelines that push cleaned data from n8n into Sheets to monitor content throughput, publishing velocity, and SEO experiments.
- Use the project as a sandbox to test AI orchestration patterns and measurement frameworks, then port successful approaches back into SaaS work.

Independent Android Developer (Early Career)

Cafe Bazaar (Iranian app store) | Iran | 2013 - 2016

- Developed and published 75+ Android apps across productivity, education, and entertainment, reaching 500,000+ total installs through ASO and basic performance marketing.
- Used install and retention data to iterate on features, pricing, and store assets - early exposure to growth-loop thinking and product analytics.
- Recognised by Iran's National Elites Foundation for outstanding performance in independent app development.

SELECTED ANALYTICS PROJECTS

GA4 + GTM event schema for registration funnel

- Designed a full event map for the registration journey (view -> start -> step completion -> payment), implemented via Google Tag Manager and GA4 events.
- Created UTM conventions and channel groupings to make cross-channel comparisons reliable across paid, organic, and email.
- Outcome: surfaced drop-off points and channel inefficiencies, guiding product and marketing changes that delivered a ~12% lift in registration completion.

Unified reporting layer (GA4 + CRM + Sheets)

- Consolidated fragmented data (GA4, CRM exports, campaign sheets) into a single reporting layer with standardised definitions for "lead," "qualified account," and "enrollment."
- Built SQL views (on top of exports) and Looker Studio dashboards to track paid vs organic effectiveness and LTV by cohort.
- Outcome: improved budget allocation decisions and gave leadership a trusted, shared view on funnel performance.

AI-orchestrated content and analytics with n8n

- Built n8n workflows that orchestrate AI content creation, automatically tag outputs with campaign metadata, and push usage metrics into analytics sheets.
- Designed quality-scoring and tracking mechanisms to compare AI-generated vs human-edited content performance over time.

TECH STACK

Analytics & data: GA4, Universal Analytics (legacy), Looker Studio, Google Sheets (advanced), SQL (intermediate - joins, aggregations, cohort queries), basic familiarity with BigQuery / dbt concepts

Tracking: Google Tag Manager, event schemas, UTM standards, conversion tracking

Automation & orchestration: n8n (multi-step API workflows), Cloudflare Workers, Zapier, Make, webhooks, basic JavaScript

Marketing & growth: Lifecycle email, in-app triggers, segmentation, paid campaign reporting (Meta / Google Ads), A/B testing workflows, PR & launch analytics

Other: GitHub, Hugo, static site deployment, basic HTML / CSS for analytics tagging and debugging

CORE STRENGTHS

- Marketing analytics & measurement: funnel and cohort analysis (acquisition -> activation -> retention), multi-channel performance measurement, KPI design and standardisation across Marketing / Product / CS, A/B testing frameworks.
- Go-to-market & PLG: B2B SaaS and subscription funnels, product-usage insights for feature adoption, lifecycle marketing (email, in-app, segmentation), launch analytics.
- Ways of working: remote-first, async-friendly, high autonomy. Strong stakeholder management across Marketing, Product, Sales, CS, and Engineering. Documentation-first, SOPs, builder mindset (ship -> measure -> iterate).

EDUCATION

BSc, Data Analysis (in progress) - Università degli Studi di Messina, Italy

Focus: statistics, data analysis, SQL, econometrics, applied business analytics.

Self-study: GA4 and event-based analytics, SQL for data analysis, marketing analytics & experimentation.

CERTIFICATES

- Run Local AI Workflows with n8n and Ollama - LinkedIn Learning, 2026. Local LLM deployment, n8n orchestration, API integrations, workflow automation.
- Marketing Analytics Foundations - LinkedIn Learning, 2026. Marketing analytics.

LANGUAGES

English (fluent) • **Turkish** (native) • **Azerbaijani** (native) • **Italian** (B1, working level - studying toward B2)