

Sandi Utomo

Analytics & Solutions Architect

hi.sandiutomo@gmail.com · sandiotomo.com · linkedin.com/in/sandiutomo · github.com/sandiutomo

Solutions Architect at Merkle Indonesia (Dentsu Group). Designing measurement frameworks, analytics infrastructure, and data activation systems for enterprise clients across APAC. 6+ years in marketing technology, analytics engineering, and solution architecture.

Experience

Solutions Architect

Merkle Indonesia (Dentsu Group)

Jaka

Jan 2021 – Present

- Design analytics and measurement architecture for enterprise accounts across APAC, including GA4, server-side tagging, and CDP implementation.
- Lead technical discovery, solution design, and vendor evaluation for martech stacks spanning Braze, AppsFlyer, Adjust, and BigQuery.
- Build data activation pipelines connecting analytics platforms with marketing execution tools for audience targeting and personalization.
- Define measurement frameworks — attribution models, incrementality testing, and MMM input design for media optimization.
- Advise client teams on analytics operating model: tagging governance, data quality SLAs, and reporting standardization.

Senior Analytics Engineer

Merkle Indonesia (Dentsu Group)

Jaka

Jul 2021 – Dec 2021

- Implemented GA4 and Google Tag Manager (web + server-side) for multiple enterprise clients, managing migration from Universal Analytics.
- Built BigQuery ETL pipelines for marketing data aggregation, enabling cross-platform performance reporting and dashboarding.
- Developed analytics QA frameworks and automated tag auditing processes, reducing implementation defects by 40%.

Analytics Engineer

Merkle Indonesia (Dentsu Group)

Jaka

Apr 2019 – Jun 2021

- Deployed measurement solutions for 10+ client engagements across finance, e-commerce, and telco verticals.
- Managed Google Marketing Platform products — GA360, GTM360, Data Studio, and Optimize.
- Trained and mentored junior analytics engineers on analytics implementation best practices and client communication.

Junior Analytics Engineer

Merkle Indonesia (Dentsu Group)

Jaka

Sep 2018 – Mar 2019

- Configured and QA'd analytics tracking implementations using Google Tag Manager and Google Analytics.
- Built Looker Studio dashboards for campaign performance, audience insights, and conversion reporting.

Certifications

- Google Cloud Certified Generative AI Leader (2024)
- Braze Certified Technical Marketing Expert (2023)
- Braze Certified Marketing Strategy Expert (2023)
- Google Analytics 4 Certification (2023)
- Google Tag Manager Fundamentals (2020)

Skills

Analytics & Measurement

GA4, UA, Mixpanel, Amplitude, PostHog, Clarity,
Contentsquare

Tag Management

GTM (web + server-side), Tealium, Segment, mParticle

BigQuery, Google Cloud Platform, Supabase,
PostgreSQL

Marketing Attribution, MMM, Incrementality Testing,
Experiments

Development

React, Next.js, Node.js, Python, JavaScript, TypeScript,
REST APIs

Martech Stack

AppsFlyer, Adjust, Branch, Google Ads, Meta Ads,
DV360, CM360