Mayo Racek

SENIOR DATA ANALYST & ANALYTICS ENGINEER

Trencin, Slovakia | Remote CET | me@mayoracek.com
linkedin.com/in/mayoracek | mayoracek.com

PROFESSIONAL PROFILE

Senior analytics and data engineering consultant with 17 years of experience across measurement architecture, cloud data products, digital analytics and cross-functional delivery. I help teams translate business questions into dependable collection, reusable datasets, clear reporting and practical next steps.

CORE CAPABILITIES

Measurement architecture

Web & App event frameworks, GA4, GTM, server-side tagging, consent and QA.

Data engineering

BigQuery, Dataform, reusable SQL models, pipelines, reconciliation and monitoring.

Analytics and AI

KPI frameworks, funnel analysis, experimentation and controlled AI workflows.

SELECTED PROFESSIONAL EXPERIENCE

2023 - Present | Founder & Senior Data Consultant

Powerful Data s.r.o. - End-to-end measurement and analytics consulting for digital media and e-commerce teams; data collection, BigQuery pipelines, reporting and operational quality.

2021 - Present | Senior Technical Data Analyst & Analytics Lead

Independent international consulting engagement spanning enterprise measurement standards, Web & App collection, consent controls, quality assurance and documented BigQuery / Dataform analytical models.

Experience & technical strengths

EARLIER EXPERIENCE

2020 - 2021 | Senior Technical Analyst
International analytics implementations, tracking QA, technical audits and reporting.

2016 - 2020 | Digital Analytics Consultant
Measurement frameworks, KPI definitions, experimentation and stakeholder workshops.

2014 - 2016 | Digital Analytics & Marketing Specialist
Campaign, website and conversion measurement and reporting.

2010 - 2014 | Independent Digital Marketing Consultant
SEO, website analytics and conversion improvement for small and mid-sized businesses.

SELECTED DELIVERY STRENGTHS

Measurement and governance
GA4, GTM Web & server-side, data layer, consent, QA and change management.

Cloud data and analytics
BigQuery, Dataform, SQL transformations, reliability, dimensional modelling and reporting.

Cross-functional delivery
Technical documentation, stakeholder consultation, validation and implementation handover.

Practical automation
Python, APIs, cloud services, data integration and reviewable AI workflows.

EDUCATION AND WORKING MODEL

MBA in Marketing - City University of Seattle (2010 - 2012). Bachelor degree in Business Administration and Management (2006 - 2009). Slovak: native. English: professional working proficiency. Remote collaboration in Central European Time.

This public CV deliberately omits personal telephone details, private client implementations, sensitive identifiers and confidential operational specifics.