

CLAIRE FEENEY



Job: Solutions Analyst

Company: Space & Time

I am responsible for migrating our clients over to GA4, i plan out and implement the set up, pull data into our BigQuery data warehouse for combining & cleaning and usage in reports. I am a DEI Commissioner for my office, running Diversity training and providing a place for employees to bring up issues in a safe place. I am also a WTM Ambassador for Google, a voluntary programme where women in our industry work within our local community to promote diversity & inclusion within tech.

Energetic

Hard working

Motivated

The skills I use most in my job...Tag Manager

- SQL
- Communication
- Technical Writing
- Learning resources creation (in house)

The most interesting thing I've worked on in my career so far...GA4 is the most interesting part of my career, being released at a time when most people in our industry are comfortable with UA, this has provided an opportunity for me to share my knowledge with others in order to maximise the use of the new data platform.

What inspired me into digital and tech...When i got to the end of my degree i needed a way of transferring my skills into a real life job role. The Google Squared Online programme helped me do this, and inspired me to focus my career on Google products.

My educational background is...I received a scholarship for the Google Squared Online digital training course, from there i learnt of my passion for Google products and managed to self learn enough JavaScript and Analytics to secure an entry level role. I am now my company's lead for GA4 set up, auditing and Tag Manager.

What advice I'd give to girls thinking about a career in digital and tech...Don't be afraid to try different areas of tech before finding the one you like the most. At the start of my career I tiptoed into

UX, Data Analytics and data warehousing before realising my true passion was for Tracking. Sometimes the data world can seem scary as there's so many different aspects to it, it's hard to know where to start. Don't let this put you off, none of us are an expert in everything, you just need to find the part of our industry that's right for you.