

SAI KARTHIK MADDALI

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EXPERIENCE

Life360

Dec 2025 - Present

Sr. Data Analyst - San Mateo, CA (Remote)

- Implementation of dataLayer events, pixels, and consent config in Google Tag Manager
- Own Ecommerce KPI reporting & web analytics Tableau dashboards
- Facilitation of new A/B experimentation metrics & assignment strategy
- Created annual Ecommerce forecast & reporting across regions and channels

URBN (Urban Outfitters, Anthropologie, Free People)

Oct 2023 - Dec 2025

Digital Optimization Analyst - Philadelphia, PA (Remote)

- Technical tag, pixel, CAPI, and dataLayer management for analytics through Tealium
- Leveraged BigQuery, Snowflake, SQL for web analytics & Ecommerce Qlik dashboards
- Core support for Javascript development of A/B web optimization tests
- Facilitation of MMM partner, RockerBox, for Marketing Attribution

Vivint (Acquired by NRG)

Oct 2022 - Oct 2023

Conversion Rate Optimization Specialist - Provo, UT (Hybrid)

- Conducted ~12 A/B experiments monthly across web pages from Ecommerce, Paid, SEO
- Generated an additional monthly revenue of \$735K in lead generation sales
- Ideated & developed experiments using client-side Javascript, HTML, and CSS

Podium

Jan 2021 - Sep 2022

SEO & Web Analyst - Lehi, UT (Hybrid)

- Web analytics implementation, including pixels for Facebook, Google Ads, & CTV
- Creation of Looker Studio marketing dashboards for varying channel stakeholders
- Managed relationship with CRO agency, conducting A/B tests across B2B SaaS website

EDUCATION

Georgia Institute of Technology

Jan 2026 - Present

Masters of Science, Analytics | Computational Data Analytics Track

Brigham Young University

Aug 2021 - Dec 2021

Bachelors of Science, Entrepreneurial Management

- GPA: 3.6, ACT: 33
- Awards & Honors: 2022 Bateman Award Recipient, highest honor per business major; 2021 Crocker Innovation Fellow