

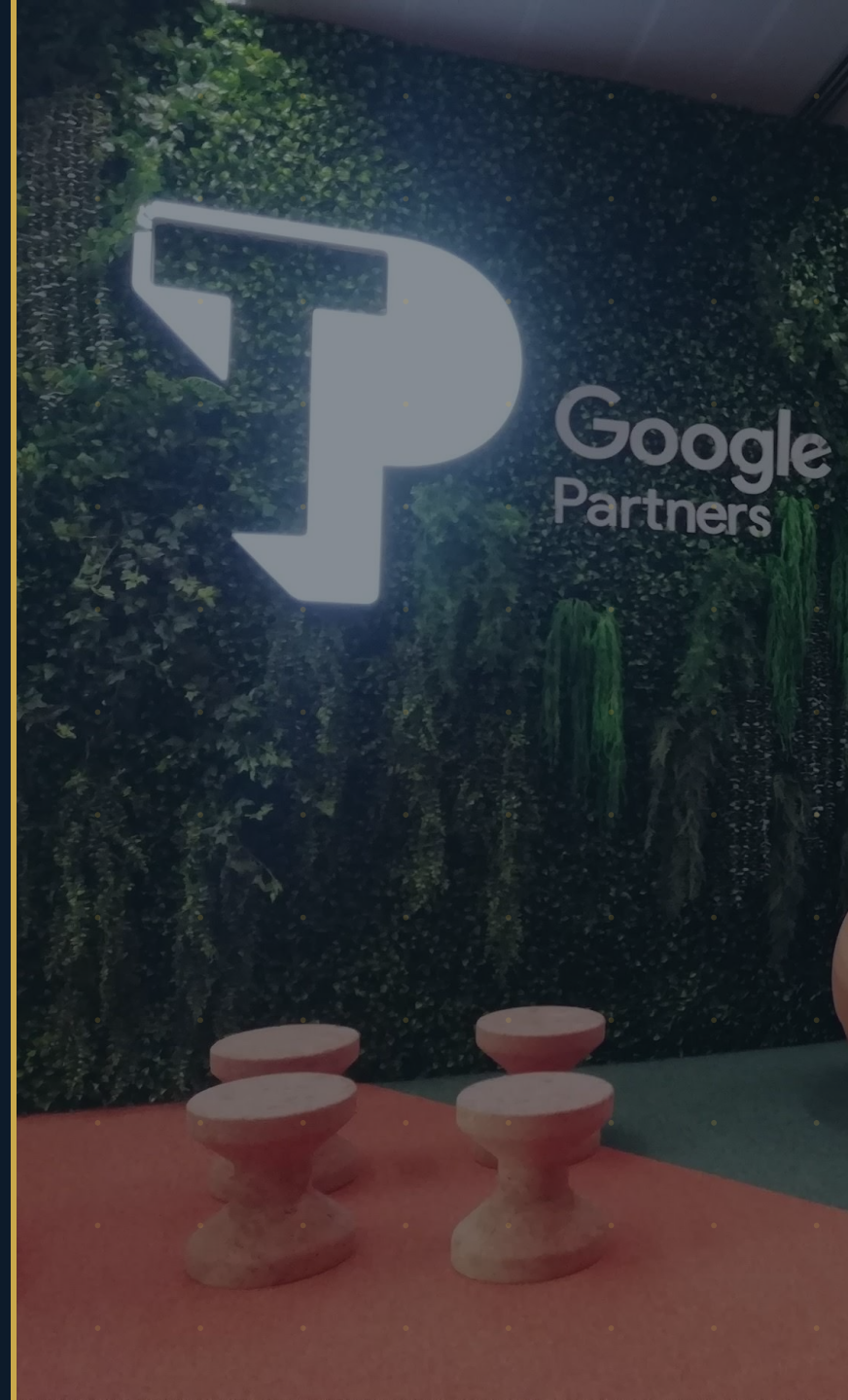
TECHNICAL PRECISION | OPERATIONAL EXCELLENCE | DACH-MARKET PROFESSIONALISM

# Architecting Digital **Success at Scale**

Enterprise Web Product Implementation & Process Optimization for Google  
(EMEA/LATAM)

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# Operating at the Core of the Google Ecosystem

Hub-and-spoke architecture: stakeholders, scope, audience, and mission of the Web Product Implementation Specialist role.

| STAKEHOLDERS                                                                                     | SCOPE                                                                                                                | AUDIENCE & MISSION                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Google EMEA/LATAM &amp; Teleperformance Portugal</li></ul> | <ul style="list-style-type: none"><li>Multi-regional deployment &amp; cross-functional technical alignment</li></ul> | <ul style="list-style-type: none"><li>High-profile enterprise advertisers</li><li>Drive digital transformation, technical platform adoption, and data-driven decision making</li></ul> |

# The Digital Transformation Bottleneck

## Business Impact: Low ROI

- Severe underutilization of advanced Google marketing and analytics tools by enterprise advertisers across EMEA.

## Root Technical Causes

- Implementation Failures: incorrect or incomplete technical integrations across highly varied legacy CMS infrastructures
- Knowledge Silos: lack of specialized technical accompaniment for clients attempting advanced architectural configurations
- Operational Friction: fragmented internal knowledge architecture causing delayed resolution times for high-complexity cases

# The IT & Systems Arsenal

Comparison matrix: tech stack and infrastructure across workflow governance, analytics, and CMS environments.

| WORKFLOW & CRM GOVERNANCE                                                                                                                        | ANALYTICS & TRACKING                                                                                                         | CLIENT CMS ENVIRONMENTS                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Google Workspace   Connect Cases</li><li>End-to-end case tracking, SLA management, and reporting</li></ul> | <ul style="list-style-type: none"><li>Google Tag Manager (GTM)</li><li>Google Ads</li><li>Google Analytics 4 (GA4)</li></ul> | <ul style="list-style-type: none"><li>17 distinct architectures navigated</li><li>WordPress, Shopify, Joomla, PrestaShop, Wix, Selfmade platforms</li></ul> |

# Rigorous Execution to Google Standards

A four-stage workflow from consultation through quality sign-off, applied to every implementation case.

**I**

Consultation: client IT environment audit and multi-channel technical accompaniment

**2**

Configuration: script injection, trigger mapping, and conversion linker setup via Google Tag Manager

**3**

Validation: mandatory validation of dynamic form submissions and DOM changes using Google Tag Assistant

**4**

Quality Sign-Off: verification of functional integration and data integrity prior to CRM case closure

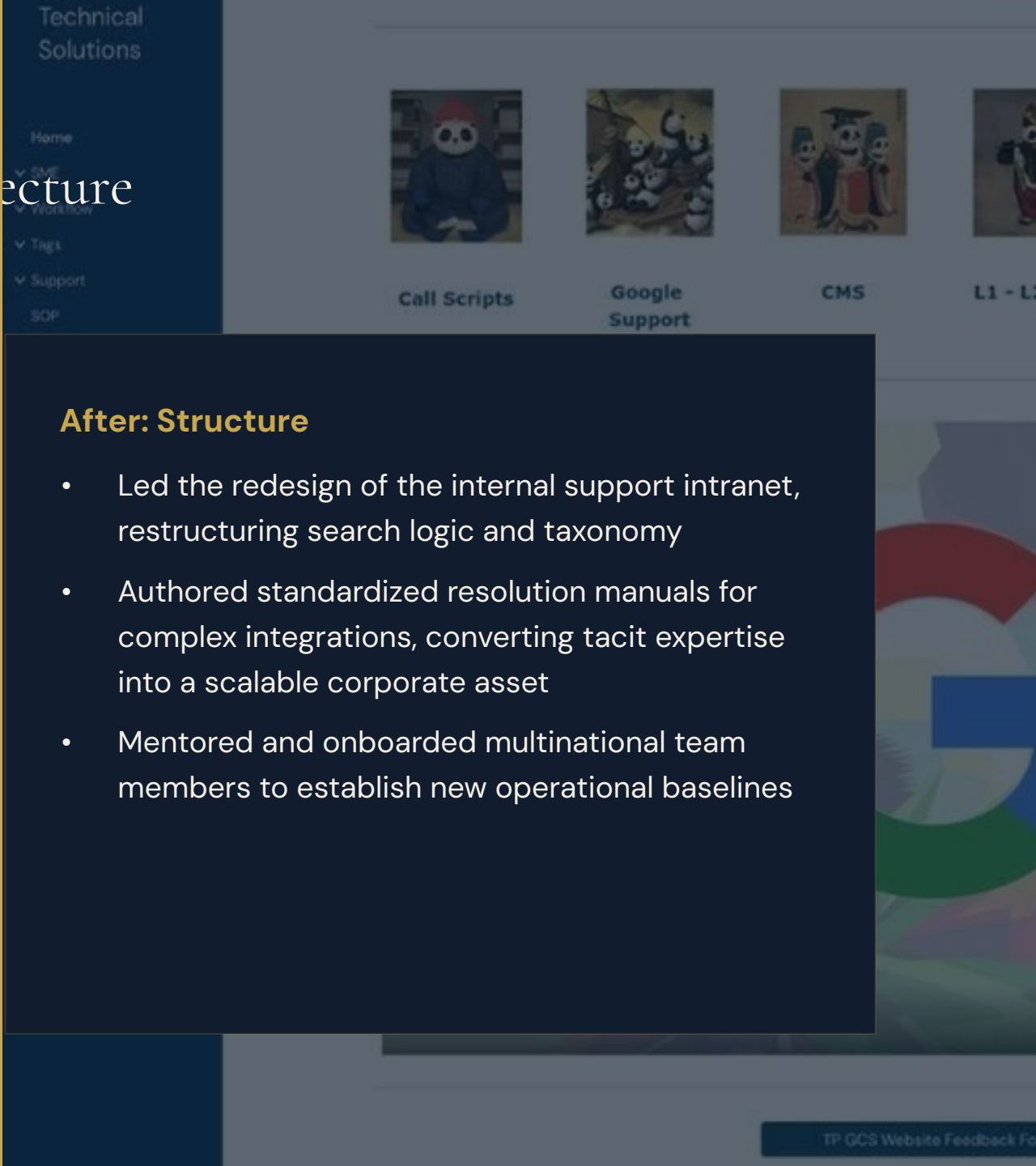
# Process Engineering & Knowledge Architecture

## Before: Chaos

- Tacit knowledge silos — scattered documentation, unstructured resolution methods, and undocumented institutional expertise spread across the team.

## After: Structure

- Led the redesign of the internal support intranet, restructuring search logic and taxonomy
- Authored standardized resolution manuals for complex integrations, converting tacit expertise into a scalable corporate asset
- Mentored and onboarded multinational team members to establish new operational baselines



## Data-Driven Operational Impact

179

High-complexity  
enterprise cases  
managed across 13  
countries and 17 CMS  
platforms

7 days

Median resolution time for  
complex deployments

75%

Resolution rate achieved  
on Joomla; 117 WordPress  
cases processed (65% of  
total volume)

33%

Reduction in internal  
response times due to  
knowledge taxonomy  
redesign

# Translating Experience into Consulting Excellence

## TECHNICAL ACUMEN

- Deep architectural understanding of integrating centralized enterprise tools with highly fragmented legacy systems (17+ CMS types)

## PROCESS OPTIMIZATION

- Proven capability to identify workflow bottlenecks, restructure knowledge architecture, and deliver measurable efficiency gains (33% SLA reduction)

## STAKEHOLDER LEADERSHIP

- Demonstrated ability to guide high-profile enterprise clients through complex technical change via authoritative, structured communication



READY TO DRIVE ENTERPRISE TRANSFORMATION

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# Technical Precision, Operational Excellence, DACH-Market Professionalism

Enterprise Web Product Implementation

Process Engineering & Knowledge Architecture

Cross-Functional Stakeholder Leadership