

JONTY KORA

Digital Analytics & Implementation Specialist

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PROFILE

GA4 and GTM specialist with 8 years of ecommerce and digital analytics experience, translating complex tracking data into strategic, revenue-focused recommendations.

Led a GA4 migration across platform clients with over £1B in combined transactions, and identified £55.9M+ in lost deposit revenue across two casino brands. Deep expertise in server-side tagging, Consent Mode, conversion tracking and CRO. 2024 Innovation Award recipient.

KEY ACHIEVEMENTS

- Led a full GA4 migration across ecommerce platform clients exceeding **£1B in combined transactions**.
- Identified **£55.9M+** in lost deposit revenue across two major casino brands.
- [Wrote a CRO case study](#) that **grew revenue 71% with no increase in ad spend**.
- Built a calculator to stop overspend on advertising platforms before it happens — [Read Full Case Study here](#).
- Won the 2024 Innovation Award (VisualSoft) for analytics tracking and CRO work.

EXPERIENCE

Digital Analytics & Implementation Specialist — The Rank Group plc *Jun 2024 – Mar 2026*

Cape Town, South Africa

- Owned tracking and tagging across the Digital team for a leading UK gaming company across sports, bingo and casino brands
- Audited and resolved complex data integration issues across multiple betting and gaming platforms
- Identified £55.9M+ deposit revenue loss across two major casino brands due to customer journey failures — from registration and login to account recovery
- Built Looker Studio dashboards to surface behavioural insights, including forecasted deposit revenue losses from customer drop-off

Digital Analytics Consultant — BrandHeart Marketing *Feb 2024 – Present*

Ongoing consulting practice, run alongside full-time employment

- Provide GA4, GTM, and server-side tagging implementation for ecommerce and service-based clients
- Deliver CRO and conversion-tracking audits, translating tracking data into commercial recommendations
- Case study: grew a client's revenue 71% with no additional ad spend, by fixing checkout friction — [read here](#)

Digital Analytics & Implementation Consultant — VisualSoft Ltd *Oct 2021 – May 2024*

United Kingdom (Remote)

- Led GA4 migration strategy across a portfolio of ecommerce platform clients exceeding £1B in combined transactions
- Implemented GTM, server-side tagging, and enhanced ecommerce tracking across multiple client accounts
- Advised clients on Consent Mode v2 and GDPR-compliant tracking implementations

Enhanced Ecommerce Specialist — Hollywoodbets *Jun 2021 – Aug 2021*

- Implemented enhanced ecommerce tracking for a major South African betting and gaming brand

Google Ads Specialist — CBR Marketing Solutions *Mar 2020 – May 2021*

- Managed and optimised Google Ads campaigns across multiple client accounts
- Supported campaign strategy, budget allocation, and performance reporting

Campaign & SEO Manager — BrandHeart Marketing *Jul 2018 – Feb 2020*

- Managed SEO and paid campaign strategy for a portfolio of clients across multiple industries

SKILLS

GA4 • Google Tag Manager (incl. server-side) • Consent Mode v2 • Enhanced Conversions • BigQuery • SQL • Looker Studio • CRO • Google Ads • Meta Ads • Ecommerce & Sales Forecasting • HTML, CSS, JavaScript • Shopify, WordPress

EDUCATION & CERTIFICATIONS

- Digital Analytics Implementation (DAI) Program — OptimizeSmart, Jun 2021 – Present
- Intermediate/Advanced GTM + GA4 Course — Analytics Mania, Nov 2021 – March 2022
- Digital Marketing Certificate — Red & Yellow Creative School of Business, Jun 2017 – Sep 2017
- Bachelor of Arts, Corporate Communication — Varsity College, Jan 2012 – Dec 2014