

Kamlesh Maddheshiya

Adobe Analytics Expert in Publicis Sapient | Ex Times Group | Dell | Monster.com | Info Edge India Limited

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Skills

- Adobe analytics & Launch
- Adobe Workspace
- JavaScript, CSS, HTML
- Adobe Target
- Google Tag Manager (GTM)
- Google Analytics 4 (GA)
- Search Engine Optimization (SEO)
- Mobile App Tracking
- Google Data Studio
- WordPress

Tools

- Adobe Platform Debugger
- Launch Switch
- Omnibug, Tag explorer
- Google Tag Assistance
- Google Search Console
- Google Adwords
- Google Trends
- BrightEdge, SEMRush, Moz
- JIRA, Excel
- Zoom, Microsoft Team

Professional Summary

- **Education:** B. Tech in *Computer Science & Engineering*.
- **Experience:** Web Analytics Developer with 10+ years of experience in Adobe Analytics, Launch, GTM, GA 4 and SEO.
- **Industry:** Both (Service & product-based) companies. And Domain (e-commerce, News, Jobs, Real Estate, Education).
- **Technical:** Front end web development (e.g. JavaScript, CSS, HTML, jQuery Selector, basic RegEx)
- **Large Project:** Handle a large-scale website which has 100 million pages, 150 million organic visits and 1 million transactions per month.
- **Awards:** Bravo award from Economics Times in March 2019.
- **Certifications:** GA, GTM, IBM DB2.

Work Experience

Publicis Sapient (Gurgaon)

• Senior Media Analytics (July 2021 - Present)

Project: Taag - Martech Germany

Technologies: Adobe Analytics, Launch, GTM, GA 4

Responsibilities:

- Client Handling: Ability to read and interpret a solution design document (SDR), business requirement documents (BRD), configure tag and variables (eVar/Prop/events).
- Single page application (Direct call rule).
- Design a data model (data layer) and provide a cohesive approach.
- Adobe Experience Cloud Debugger/ Omnibug/Tag Explorer
- Debugging: Identify data collection issues and gaps.
- Reporting: Meaningful dashboard using Adobe workspace.
- 3rd party pixel implementation like Floodlight, Facebook, tiktok etc.
- Marketing Channel Setup, SAINT / Rule Builder Classification
- Ecommerce and Server side tagging
- Create Test Cases for adobe Implementation and perform tests/tag audit in UAT/PROD.
- Providing post implementation support to business users

Times Network (Noida)

Education B. Tech in Computer Science (Full Time – 2006 – 2010) from AIMT, Greater Noida, Affiliated from UPTU. <u>Main Subjects:</u> 1. C & Data Structure 2. Database (SQL)	Manager Digital (Nov 2020 – July 2021) <i>Project:</i> timesnownews.com, zoomtventertainment.com. <i>Technologies:</i> Google Analytics, Google Tag Manager, SEO, JavaScript. Dell Technologies (Hyderabad) Web Advisor (Oct 2019 – Oct 2020). <i>Project:</i> dell.com, dell Brazil, dell UK. Technologies: Adobe Analytics, Launch, Adobe Workspace, SEO. Times Internet Limited (Noida) Senior Officer SEO (Oct 2018 – Sep 2019) <i>Project:</i> economictimes.com, timesofindia.com. <i>Technologies:</i> Google Analytics, Google Tag manager, SEO, JavaScript. Monster.com (Noida) Senior SEO Engineer (Dec 2016 – Oct 2018) <i>Project:</i> monsterindia.com, monster.com.sg, monstergulf.com. <i>Technologies:</i> Adobe Analytics, Google Tag manager, SEO. Info Edge India Limited (Noida) Senior Executive Online Marketing (Sep 2012 – Dec 2016) <i>Project:</i> monsterindia.com, monster.com.sg, monstergulf.com. <i>Technologies:</i> Google Analytics, Google Tag manager, SEO. RVL Infotech Pvt Ltd (Delhi) Digital marketing Analyst (March 2011 – Sep 2012) <i>Project:</i> rvlinfotech.com. <i>Technologies:</i> SEO, PPC, GA, HTML, Excel.
Certification	
<ul style="list-style-type: none"> Adobe Analytics (will give this month). GA & GTM, IBM DB2 	
Language	
<ul style="list-style-type: none"> English Hindi 	
Personal Info	
Married with 5 years old son	
Current Address	
Country: India State: Uttar Pradesh City: Noida Sector 134 Pin code – 201305 Jaypee Kosmos, Tower: 37, Flat: 808	
Adobe Portfolio https://experienceleaguecommuniti.es.adobe.com/t5/user/viewprofilepage/user-id/17510215	