|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ROUNAK KUMAR**SUMMARY * Engineering professional with 6.5 years of experience in Digital Analytics and Test & Target.
* Currently working in **TA Digital, Gurgaon** from Dec,19 to till date.
* Earlier I was associated with **HCL** and **Capgemini**.
* Strong expertise in Adobe Dynamic Tag Management, Adobe Launch & Adobe Target implementations.
* Responsible for end to end analytics & Target implementation on multiple websites using Adobe Launch, Adobe Analytics & Adobe Target.
* Proactively identifying opportunities and making recommendations to improve website effectiveness by drilling into data in order to further profitability and growth.
* Involved in Requirements Analysis, SDR development, Adobe Analytics UTS implementation, Application development & maintenance, Scrum meetings.
* Involved in Requirements Analysis, hypothesis creation, Adobe Target Activity Creation, Application development & maintenance, Scrum meetings.
* Developing best practice approaches for analyzing user behavior on the website(s), for interpreting data
* Gather Requirements (A/B Test, MVT Hypothesis, Data Points, Resource and asset needs).
* Understanding the business requirements for developing and shaping various personalization campaigns – A/B test, targeting, automated personalization, etc.
* Ability to work under pressure and deliver with in tight schedules highly organized with great attention to detail.
* Strong verbal and written communication skills including proactive positive work attitude.
* Understanding and ability to apply software SDLC.
* Responsible for collaboration and association with external partner around implementation fronts.
* Responsible for estimating sample size and setup for various activities such as A\B Test, Multivariant Test, XT using Adobe Target.

**Technical Skills:**

|  |  |
| --- | --- |
| Languages | HTML, CSS, JavaScript, jQuery |
| Tools & Utilities: | Adobe Launch, Adobe Analytics, Adobe Target,Adobe Audience Manager |
| Defect Tracking | Jira, Trello |
| Debugger Tools (Web Analytics) | Adobe Experience Cloud debugger, Observe point, Launch/DTM Switch, Web Developer tools |

**Education:** * Bachelor of Engineering in Electrical and Electronics from NMIT, Bangalore.

**Certification:** * Adobe Analytics Developer and Architect Certified.
* Adobe Target Architect Certified.
* Adobe Audience Manager Architect Certified.

**Projects Summary:** **Wrench group:** (June ,21 to till date)**Position**: Associate Technical Lead**Responsibilities & Technical contribution:*** Gather Requirements around the different Target activities (A/B Test, XT, Data Points, Resource and asset needs).
* Developing Various Target Activities, coordinating with stake holders, managing team
* Coordinate with other business and technical owners that receive and process the Analytics data.
* Assist analyzing the results for various activities and help provide personalizing if necessary.
* Maintaining documentation of technical implementations and developing designs as per the mockups shared by stakeholders.
* Preparing documents such as Tech Spec, SDR, BRD to meet the requirement and implement the tags.
* Participated in scrum calls to ensure all the team members are aligned and on same page.
* Taxonomy development, traits and segments development as per marketing strategy
* Target Integration and activity development.

**Jacuzzi :** (Dec,20 to March,21)**Position**: Associate Technical Lead**Responsibilities & Technical contribution:*** Gather Requirements around the different Target activities (A/B Test, XT, Data Points, Resource and asset needs).
* Developing Various Target Activities, coordinating with stake holders, managing team
* Coordinate with other business and technical owners that receive and process the Analytics data.
* Assist analyzing the results for various activities and help provide personalizing if necessary.
* Maintaining documentation of technical implementations and developing designs as per the mockups shared by stakeholders.
* Participated in scrum calls to ensure all the team members are aligned and on same page.
* Taxonomy development, traits and segments development as per marketing strategy
* Target Integration and activity development.
* Delivered analytical solutions to clients to support opportunities in Analytics to support opportunities with Marketing Technology implementation.
* Partnered with the stakeholders and the portfolio leads, Worked with Data and Analytics peers to deliver insightful solutions to business questions.
* Identify and implement process improvements and best practices to gain efficiencies, quality & timely delivery of projects.
* Performed digital web analytics with adobe Omniture site catalyst, google analytics methodology.
* Responsible for creating various activities such as A\B test, XT and multivariant test in Adobe Target.
* Derived and presented analytical insights to stakeholders with SiteCatalyst dashboards reporting for Consumer Analytics/Insights with Omni channel, mobility, and social media strategies.
* Lead delivery and ensure that operations meet engagement objectives, Solution design and client consulting,
* Deployed predictive models and tools to support management decisions to goals and forecasts.  Produced and analyzed Key Performance Metrics and recommend ways to optimize metric integrity for management review, Customer engagement & management.
* Presented Marketing strategy, increasing market penetration and positioning with focus on consumer insights, customer acquisition, conversion, revenue enhancement. ­
* Worked on analytical implementation on Customer Engagement, behavior, operational Analytics, with agile methodologies for process improvement enhancing efficiency and productivity.
* Responsible for Building capabilities like new solutions, collateral, knowledge management processes rationalized project managements best practices.

**GCOM:** (Jan ,21 to till date)**Position**: Associate Technical Lead**Responsibilities & Technical contribution:*** Gather Requirements around the different Target activities (A/B Test, XT, Data Points, Resource and asset needs).
* Developing Various Target Activities, coordinating with stake holders, managing team
* Coordinate with other business and technical owners that receive and process the Analytics data.
* Assist analyzing the results for various activities and help provide personalizing if necessary.
* Maintaining documentation of technical implementations and developing designs as per the mockups shared by stakeholders.
* Participated in scrum calls to ensure all the team members are aligned and on same page.
* Taxonomy development, traits and segments development as per marketing strategy
* Target Integration and activity development.
* Delivered analytical solutions to clients to support opportunities in Analytics to support opportunities with Marketing Technology implementation.
* Partnered with the stakeholders and the portfolio leads, Worked with Data and Analytics peers to deliver insightful solutions to business questions.
* Identify and implement process improvements and best practices to gain efficiencies, quality & timely delivery of projects.
* Performed digital web analytics with adobe Omniture site catalyst, google analytics methodology.
* Responsible for creating various activities such as A\B test, XT and multivariant test in Adobe Target.
* Derived and presented analytical insights to stakeholders with SiteCatalyst dashboards reporting for Consumer Analytics/Insights with Omni channel, mobility, and social media strategies.
* Lead delivery and ensure that operations meet engagement objectives, Solution design and client consulting,
* Deployed predictive models and tools to support management decisions to goals and forecasts.  Produced and analyzed Key Performance Metrics and recommend ways to optimize metric integrity for management review, Customer engagement & management.
* Presented Marketing strategy, increasing market penetration and positioning with focus on consumer insights, customer acquisition, conversion, revenue enhancement. ­
* Worked on analytical implementation on Customer Engagement, behavior, operational Analytics, with agile methodologies for process improvement enhancing efficiency and productivity.
* Responsible for Building capabilities like new solutions, collateral, knowledge management processes rationalized project managements best practices.

**GreenDot :** (Dec,19 to Dec,20)**Position**: Associate Technical Lead**Responsibilities & Technical contribution:*** Gather Requirements around the different Target activities (A/B Test, XT, Data Points, Resource and asset needs).
* Developing Various Target Activities, coordinating with stake holders, managing team
* Coordinate with other business and technical owners that receive and process the Analytics data.
* Assist analyzing the results for various activities and help provide personalizing if necessary.
* Maintaining documentation of technical implementations and developing designs as per the mockups shared by stakeholders.
* Participated in scrum calls to ensure all the team members are aligned and on same page.

**Aveva:** (April,20 to Aug,20)**Position**: Associate Technical Lead**Responsibilities & Technical contribution:*** Gather Requirements around the different Target activities (A/B Test, Data Points, Resource and asset needs).
* Developing Various Target Activities, coordinating with stake holders, managing team
* Designing data layer and data attributes structure
* Developing documents such as Tech Spec., LFS, SDR.
* Coordinate with other business and technical owners that receive and process the Analytics data.
* Defining marketing channel processing rules.
* 3rd Party tool integration such as Demand Base, Wistia video, Vimeo video and YouTube video tracking.
* End to end implementation of Adobe Analytics via Adobe Launch TMS.
* Maintaining documentation of technical implementations and developing designs as per the mockups shared by stakeholders.

|  |
| --- |
| **Air Canada :** (Feb,19 to till Dec,19) |
| Position: Lead Engineer**Responsibilities & Technical contribution:*** Build tagging requirements and specifications for Adobe DTM & Launch.
* Setting up new reporting suites, setting up and managing eVars, props and events.
* Gather Requirements (A/B Test, MVT Hypothesis, Data Points, Resource and asset needs).
* Coordinate with other business and technical owners that receive and process the SiteCatalyst data.
* Expert in providing solution on Adobe Tag Management (DTM/Launch) & implementing 3rd Party tags, creating various Adobe Target Activities
* Collecting Business requirement & providing strategy/solution for implementing SiteCatalyst (Adobe Analytics).
* Developed solution Design Reference (SDR) and technical specification for implementation.
* Modification/building code in JS based on Client requirement.
* Modification/building code in JS based on Client requirement (customized plug-ins), provided solutions for complex business requirement using JavaScript.
* Debugging the implementation pointing out the bugs and providing work around for the bugs.
* Created Dashboard post implementation.
* Maintain documentation of technical implementations and provide developer training and spec explanations.
* Worked with Analytics and Business Intelligence environment, taken appropriate decisions for diverse, undefined issues, designed and executed of analytical projects in McDonalds Restaurants.
* Analyzed the Retail Business KPIs (Revenue, sales, visitors,) Translated business needs into business requirement document, gather requirements to sign off from business.
* Worked on Adobe DTM, and Adobe SiteCatalyst Implementation website implementation of adobe tracking code through DTM and legacy adobe analytics implementation without DTM with requirement gathering, documenting and helping to guide business requirements, KPI’s and other functional and/or technical requirements
* Delivered analytical solutions to clients to support opportunities in Analytics to support opportunities with Marketing Technology implementation.
* Partnered with the stakeholders and the portfolio leads, Worked with Data and Analytics peers to deliver insightful solutions to business questions.
* Identify and implement process improvements and best practices to gain efficiencies, quality & timely delivery of projects.
* Performed digital web analytics with adobe Omniture site catalyst, google analytics methodology.
* Responsible for creating various activities such as A\B test, XT and multivariant test in Adobe Target.
* Derived and presented analytical insights to stakeholders with SiteCatalyst dashboards reporting for Consumer Analytics/Insights with Omni channel, mobility, and social media strategies.
* Lead delivery and ensure that operations meet engagement objectives, Solution design and client consulting,
* Deployed predictive models and tools to support management decisions to goals and forecasts.  Produced and analyzed Key Performance Metrics and recommend ways to optimize metric integrity for management review, Customer engagement & management.
* Presented Marketing strategy, increasing market penetration and positioning with focus on consumer insights, customer acquisition, conversion, revenue enhancement. ­
* Worked on analytical implementation on Customer Engagement, behavior, operational Analytics, with agile methodologies for process improvement enhancing efficiency and productivity.
* Responsible for Building capabilities like new solutions, collateral, knowledge management processes rationalized project managements best practices.
* Involved in various types of activity creation in Target such as A/B test, multivariant test,XT.

**McDonald’s VanGuard :** (Nov,17 to Feb,19)* Worked with Analytics and Business Intelligence environment, taken appropriate decisions for diverse, undefined issues, designed and executed of analytical projects in McDonalds Restaurants.
* Analyzed the Retail Business KPIs (Revenue, sales, visitors,) Translated business needs into business requirement document, gather requirements to sign off from business.
* Worked on Adobe DTM, and Adobe SiteCatalyst Implementation website implementation of adobe tracking code through DTM and legacy adobe analytics implementation without DTM with requirement gathering, documenting and helping to guide business requirements, KPI’s and other functional and/or technical requirements
* Delivered analytical solutions to clients to support opportunities in Analytics to support opportunities with Marketing Technology implementation.
* Partnered with the stakeholders and the portfolio leads, Worked with Data and Analytics peers to deliver insightful solutions to business questions.
* Identify and implement process improvements and best practices to gain efficiencies, quality & timely delivery of projects.
* Performed digital web analytics with adobe Omniture site catalyst, google analytics methodology.
* Performed Analysis on Campaign management and customer segmentation for customer & purchase behavior, online traffic, pathing, abandonment
* Derived and presented analytical insights to stakeholders with Sitecatalyst dashboards reporting for Consumer Analytics/Insights with Omni channel, mobility, and social media strategies.
* Lead delivery and ensure that operations meet engagement objectives, Solution design and client consulting,
* Deployed predictive models and tools to support management decisions to goals and forecasts.  Produced and analyzed Key Performance Metrics and recommend ways to optimize metric integrity for management review, Customer engagement & management.
* Presented Marketing strategy, increasing market penetration and positioning with focus on consumer insights, customer acquisition, conversion, revenue enhancement. ­
* Worked on analytical implementation on Customer Engagement, behavior, operational Analytics, with agile methodologies for process improvement enhancing efficiency and productivity.
* Responsible for Building capabilities like new solutions, collateral, knowledge management processes rationalized project managements best practices.
* Configured and maintained report suites and variables in web analytics platforms, produced technical specifications to ensure a data layer in place on websites, advanced Adobe Analytics.

**Global Web Services :** (Aug,16 to Nov 17)* Worked with Analytics and Business Intelligence environment, taken appropriate decisions for diverse, undefined issues, designed and executed of analytical projects in McDonalds Restaurants.
* Analyzed the Retail Business KPIs (Revenue, sales, visitors,) Translated business needs into business requirement document, gather requirements to sign off from business.
* Worked on Adobe DTM, and Adobe SiteCatalyst Implementation website implementation of adobe tracking code through DTM and legacy adobe analytics implementation without DTM with requirement gathering, documenting and helping to guide business requirements, KPI’s and other functional and/or technical requirements
* Delivered analytical solutions to clients to support opportunities in Analytics to support opportunities with Marketing Technology implementation.
* Partnered with the stakeholders and the portfolio leads, Worked with Data and Analytics peers to deliver insightful solutions to business questions.
* Identify and implement process improvements and best practices to gain efficiencies, quality & timely delivery of projects.
* Performed digital web analytics with adobe Omniture site catalyst, google analytics methodology.
* Performed Analysis on Campaign management and customer segmentation for customer & purchase behavior, online traffic, pathing, abandonment
* Derived and presented analytical insights to stakeholders with Sitecatalyst dashboards reporting for Consumer Analytics/Insights with Omni channel, mobility, and social media strategies.
* Lead delivery and ensure that operations meet engagement objectives, Solution design and client consulting,
* Deployed predictive models and tools to support management decisions to goals and forecasts.  Produced and analyzed Key Performance Metrics and recommend ways to optimize metric integrity for management review, Customer engagement & management.
* Presented Marketing strategy, increasing market penetration and positioning with focus on consumer insights, customer acquisition, conversion, revenue enhancement. ­
* Worked on analytical implementation on Customer Engagement, behavior, operational Analytics, with agile methodologies for process improvement enhancing efficiency and productivity.
* Responsible for Building capabilities like new solutions, collateral, knowledge management processes rationalized project managements best practices.
* Configured and maintained report suites and variables in web analytics platforms, produced technical specifications to ensure a data layer in place on websites, advanced Adobe Analytics.

**McDonalds:Wifi**: (Nov,15 to Aug,16)* Analyzed the Digital Marketing Retail Business KPI (sales/Revenue/visitors, conversions) Translated business needs into business requirement document, gather requirements to sign off from business.
* Created the value proposition of data analytics, Site Catalyst dashboard creation, and worked with business requirements, developed them into a useable and scalable solution with ownership of strategy, planning, execution and delivery of all projects in an account.
* Interacted with Client stakeholders for requirement gathering for new implementations and provide effort estimate, Writing Technical specifications for new Implementations, Test Cases for Site Catalyst Implementation and performing tests during UAT Providing Post Implementation support to business users Site Catalyst implementation end-to-end.
* Conceptualized and developed on Customer Analytics and Marketing Measurement portfolio of offerings, data system, a seamless deployment projects for large enterprises.
* Participated in clickstream analysis, outcomes analysis, search and multivariate testing analysis. Participated in clients' QA and deployment processes.
* Analysed customer behaviour, database marketing and marketing consulting. Managed CRM and other web analytical tools for reporting
* Performed website/mobile application tracking and analytics Adobe Analytics, Omniture, Google Analytics. Research, Design and implementation of different tags using TMS
* Implementation experience with Adobe Analytics, DTM.
* Worked with cross-functional teams to facilitate the data collection and performance measurement process and escalates issues as necessary and make contributions to research and analyses on priority projects within established guidelines.
* Advised customers on value realization aspects of Adobe analytics and integration with Marketing cloud solution, driven client success based on clients most important business drivers.
* Managed global services advisory, IT solutioning/pricing, Digital (Social, Mobility, Analytics, Cloud, Automation) analysis, reporting and client syndication against agreed milestones
* Partnered with the stakeholders and the portfolio leads, Worked with Data and Analytics peers to deliver insightful solutions to business questions.
* Managed custom tags, floodlight tags, image tag, AdWords tag, Facebook pixel tag troubleshooting analytics implementations. Converted scope and complex requirements to Solution Design Reference (SDR) & required tagging instructions. Collaborated with onsite counterpart to expand into new groups.

**TrueValue:** (Feb,15 to Nov,15)* Worked with Analytics and Business Intelligence environment, taken appropriate decisions for diverse, undefined issues, designed and executed of analytical projects in retail/Ecommerce.
* Analyzed the Retail Business KPIs (Revenue, sales, visitors,) Translated business needs into business requirement document, gather requirements to sign off from business.
* Worked on Adobe DTM, and Adobe SiteCatalyst Implementation website implementation of adobe tracking code through DTM & Launch and legacy adobe analytics implementation without DTM with requirement gathering, documenting and helping to guide business requirements, KPI’s and other functional and/or technical requirements
* Identify and implement process improvements and best practices to gain efficiencies, quality & timely delivery of projects.
* Performed and derived actionable insights on analysis, synthesis and reporting of key performance indicators and underlying product trends, transactions shifts, consumer behavior patterns, and other outside market influences enabling companies to maximizing profitable decision making.
* Performed digital web analytics with adobe Omniture site catalyst, google analytics methodology.
* Conceptualize and developed on Customer Analytics and Marketing Measurement portfolio of offerings, data system, a seamless deployment projects for large enterprises.
* Created the value proposition of analytics, data mining and worked with business requirements, developed them into a useable and scalable solution.
* Provided quantitative, consultative, leadership skills with Project Management experience
* Performed Analysis on Campaign management and customer segmentation for customer & purchase behavior, online traffic, pathing, abandonment
* Derived and presented analytical insights to stakeholders with tableau dashboards reporting for Consumer Analytics/Insights with Omni channel, mobility, and social media strategies.
* Lead delivery and ensure that operations meet engagement objectives, Solution design and client consulting.
* Deployed predictive models and tools to support management decisions to goals and forecasts.  Produced and analyzed Key Performance Metrics and recommend ways to optimize metric integrity for management review, Customer engagement & management.
* Presented Marketing strategy, increasing market penetration and positioning with focus on consumer insights, customer acquisition, conversion, revenue enhancement. ­­
* Worked on analytical implementation on Customer Engagement, behavior, operational Analytics, with agile methodologies for process improvement enhancing efficiency and productivity.
* Responsible for Building capabilities like new solutions, collateral, knowledge management processes rationalized project managements best practices.
* Configured and maintained report suites and variables in web analytics platforms, produced technical specifications to ensure a data layer in place on websites, advanced Adobe Analytics.
 |

 |
|  |