



Lina Varlani

Technical Consultant

A Technical Consultant with a strong background in website architecture, business analysis, and Adobe product expertise. Adept at gathering requirements, designing customized solutions, and ensuring flawless technical implementations. Committed to delivering exceptional client value and maintaining strong professional relationships.

Contact

Phone
+91 9925239468

Email
lina.dhanani2010@gmail.com

Current Location
Ahmedabad

Education

MCA (2012-2015)

Department of Computer Science,
Saurashtra University

Master of Computer Application
with 72.65% aggregate

Expertise

- Adobe Launch -Implementation
- Adobe Analytics
- Ensignten Manage
- Google Tag Manager
- Javascript
- HTML
- jQuery

Experience

03/2021-11/2023

I am helium Pvt Ltd - Navi Mumbai

Adobe Analytics Technical Consultant

- Identifying opportunities for continuous improvement in site tagging, analytics and testing
- Focused on website traffic, identifying trends and improving website performance using Adobe Analytics
- Implemented AEP Web SDK on to the website and leveraged the AEP changes as per technical design specifications
- Creating BRDs, Tagging Specification Documents, SDRs, implementation, troubleshooting, creating reports & dashboards
- Validated and debugged implementations, ensuring prompt issue resolution.
- Maintained accurate daily records of billable time
- Generated and deployed customized adobe analytic collection code, providing support to client developers and third parties during implementation
- Training and mentoring the new joiners

10/2020 - 03/2021

Tekno point Multimedia(I) Pvt Ltd - Mumbai

Senior Digital Analyst

- Gained an in-depth understanding of clients' website architecture, business models, and online marketing strategies
 - From requirement gathering to implementing tags in Adobe Launch
 - Data layer audit & tag audit
 - Generated reports in Adobe Analytics and provided analysis
 - Conducted light manipulation of JavaScript for web analytics customization
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Current Location
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Certifications

- Ensignten Manage Certified
- Google Tag Manager Certified
- Adobe Analytics Developer Certified

Languages

English 

Hindi 

Gujarati 

Experience

06/2019 - 10/2020

eClerx Services Pvt Ltd - Navi Mumbai

Senior Data Analyst

- Provided guidance in tagging requirement in terms of using Site Catalyst implementation
- Designed and implemented customized technical solutions, including tag management strategies and Adobe Launch setup
- Media pixel implementation & custom java script coding in Adobe Launch
- Performed debugging in implementation resulting into finding bugs & fixing the same
- Advised key stakeholders and drove client success based on business objectives
- Connected with other agencies to accomplish the task

01/2017 - 01/2019

PGVCL - Veraval

Junior Assistant

- Technical assistance in managing application in CRM system

07/2015 - 01/2017

NRG Foundation - Gandhinagar

System Manager

- Maintenance of website from both end i.e. front-end & back-end
- Managed IT infrastructure