



## JAYA DIXIT

### SENIOR PROFESSIONAL - DIGITAL ANALYTICS

Determined Senior Digital Media and Web Specialist with 7+ years of experience introducing innovative techniques to strengthen brand loyalty, boost revenue and connect with audiences for Technology, Education and Relocation Industry.

Rich experience in Planning, Supporting, Implementing and Deploying leading edge digital marketing solutions that contributed towards top line and bottom line growth; targeting challenging assignments with an organization of repute.

Also working as a Digital Analytics with a proven ability to adapt in both self-starting and collaborative environments while staying focused on achieving high quality results under strict deadlines.

Developed customer web portal for relocation industry. Experience in designing and developing user interfaces, testing, debugging Skilled in HTML, Basic PHP, SQL, and problem solving. Cut security risk and maintenance cost by 80 % and boosted customer satisfaction by 75%.

## Education

- B.Tech (Information Technology) from Babu BanarasiDas Institute of Technology, Ghaziabad with 72% in 2014.
- Completed 12th from State Board with 70% in 2008.
- Completed 10th from State Board with 70% in 2006.

## Contact



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## Technical Strengths

- **Web Analytics:** Adobe Analytics, Google Analytics.
- **Tag Management Solutions:** Adobe DTM (Dynamic Tag Manager), GTM (Google Tag Manager).
- **Digital Marketing:** SEO, SMM, Google Adwords, GA4
- **Other Applications:** JavaScript, Basic Php, HTML, CSS, MS Office Excel, Word, Power Point, etc.
- **Database:** Basic SQL.

## Profile Summary

- **Strategic marketing professional** with nearly 07 years of experience in driving Digital Marketing, Brand Management and overall marketing operations.
- **Applied innovative & customised marketing & communication strategies** aimed at increasing customer acquisition, penetration & revenue; ensured that the lead inflow, quality of leads, assignment & conversions ratios were monitored and corrective measures were taken.
- Hands-on experience in **HubSpot, SEO, Social Media, Campaign Management, Google Analytics, Google Tag Manager, Adobe Analytics, Basic Web Development and Maintenance** work over PHP and Wordpress.
- Skilled in **conceiving & implementing digital marketing plans** that fuelled marketplace presence, revenue growth, brand visibility & loyalty and footfalls.
- **Leader & Organisational Change Agent**, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth.
- Front-led the **ideation, formation, execution and monitoring** of all the marketing initiatives for brand salience.
- Impressive success in **achieving profit and business growth objectives** within start-up, turnaround & rapid-change environments.
- Performance-driven professional with experience of augmenting business, **penetrating new markets** for business excellence and introducing new products in diversified sectors.
- Collaborated with cross functional teams on product value propositions, marketing communication for projects and media planning by selecting the best vendors & communication partners.

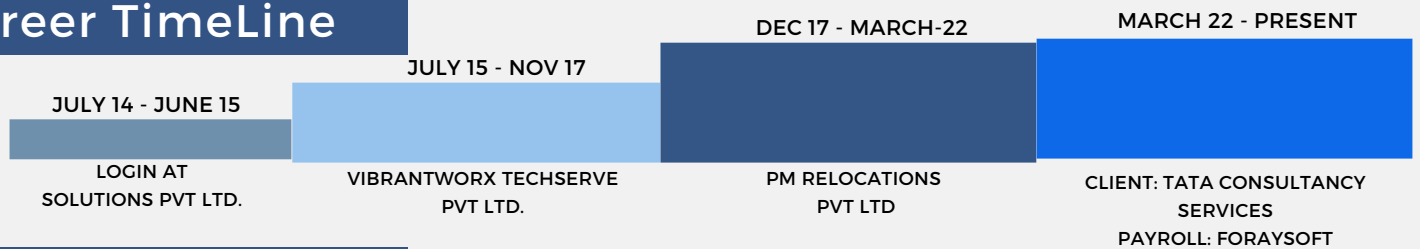
### Web Development:

- Designed and developed user-friendly website on PHP and wordpress, including optimized check-out page that increased user clicks, and subsequently customer purchases by 20%.
- Fixed bugs from existing websites and implemented enhancements that significantly improved web functionality and speed.
- Developed dynamic and interactive website that ensured high traffic, page views, and user experience, resulting in 40% increase in sales revenue.
- Designed processes for cleanup and performance improvement that minimized downtime by 13%.
- Identification and helping in solving technical problems.

## Soft Skills

- Analytics
- Communication
- Management
- Digital research
- Web Development/Maintenance
- SEO and Google Analytics
- Social Media Strategy
- Paid Campaigns
- Layout Design and Budget Planning
- Competitor Analysis

# Career TimeLine



## Work Experience

**SINCE APRIL '22 WITH FORAYSOFT PVT LTD, CLIENT-TATA CONSULTANCY SERVICES, AS DIGITAL IT ANALYST**

### Adobe Analytics:

- Assisting in ongoing implementation, testing and optimization of analytics and performance monitoring tools and services.
- Work in collaboration with technology team and analysts to determine and implement the best Adobe Analytics instrumentation.
- Maintain documentation of technical implementations and provide spec explanations.
- Validate and debug implementation and follow up to resolve issues.
- Hands on experience with design and documentation of analytics tracking for the digital platforms including web and mobile apps.
- Site optimization through bivariate (A/B) and multivariate testing with Optimize and Google.
- Designed and developed approaches and data strategies tailored to business reporting needs.
- Good knowledge on creating SDR document, eVars, Props, Success events & Rule-based classification.
- Experience with current Web technologies (HTML, CSS, CSS Layout, CSS text, CSS Frameworks JavaScript) and also Web Analytics testing to ensure all required tagging and metrics were appropriately developed and implemented.
- Provided inputs and best practice recommendations on campaign tagging and additional on-site tracking for Adobe and Google Analytics.

### Highlights :

- Recently I have achieved Google Cloud Migration Summit certificate.

**04/12/ 2017 TO 25/03/ 2022 WITH PM RELOCATIONS PVT LTD, GURGAON AS SR DIGITAL ANALYST AND WEB DEVELOPER.**

- Handled a team of 07 members.
- Developed and reviewed the global market strategy; ensuring the strategic objectives are well understood and executed by team.
- Leading innovation and optimisation across channels to continuously improve/ enhance company offering and customer experience.
- Developed the annual tactical digital marketing plans that embrace the full set of digital tools, including SEO, SEM, SMO, Display, Retargeting and Social Media appropriate to a focused brand, audience and message.
- Cost efficiency in several campaigns through smart negotiations with media partners.
- Developed differentiated positioning for the product to stand out in the market space.
- Defined product/ channel market strategy, including development of channel marketing activities in accordance with the overall business goals and objectives.
- Implementation of web analytics including Google and Adobe Analytics.
- Expanded sales levels and through website advertisements and improvements in functionality.
- Devised strategies for developing, implementing and executing SEO and Social Media marketing strategy for all websites and related communications including use of social media to support campaigns.
- Devised strategies for management of SEO, SMO, Content Marketing, Online Marketing, Facebook and Google Ads, etc for all websites.
- Was responsible for lead generation by organic and paid campaigns.
- Conducted monthly reports and pro actively participated in weekly team meetings with managers and team.
- Identification and helping in solving technical bugs for PHP, Wordpress and HTML websites.

### Social Media:

- Responsible for handling all social media websites- Facebook, Twitter, Linkedin, Instagram, Youtube, etc. by organic and paid activities.
- Through regular engagement with customers, influencers, and followers increased social media lead generation by 45% year.
- Curated content calendars across all brands and social media platforms and grew the organic following on all channels.
- Hand-on experience in managing photo/video shoots with all stakeholders.
- Implemented rigorous A/B testing on Facebook and other social media channels to increase the efficacy of paid ads resulting in an improvement in ROI of 50%.
- Identifying benchmarks and implement new practises and strategies to improve followers and engagement across all relevant social media platforms.

### Adobe Analytics:

- Assisted in ongoing implementation, testing and optimization of analytics and performance monitoring tools and services.
- Optimized the implementation of other marketing and tracking tools such as Adobe Target.
- Worked in collaboration with technology team and analysts to determine and implement best Adobe Analytics instrumentation.
- Developed and modified JavaScript code and Adobe Analytics plugin to support integration across digital properties.
- Maintained documentation of technical implementations and provide spec explanations.
- Validated and debug implementation and follow up to resolve issues.
- Executed complex marketing automation campaigns in Adobe Campaign Manager using Marketo for global audience.
- Involved in providing end to end Web Analytics services from tech spec, implementation, reporting, analysis & business strategy (optimization).
- Executed complex marketing automation campaigns in Adobe Campaign Manager using Marketo for global audience.
- Involved in creating, analyzing reports and data models to extract business insights.
- Build and monitored KPI dashboard/reports for all channels, providing detailed business analysis. Closely with the platform development teams to prioritize, implement, test and optimize tracking solutions.

### Operational Efficiencies:

- Act as a multidisciplinary facilitator, manager, advisor, and educator to the practices and departments to create an operationally efficient environment.
- Identify and inform team about new opportunities, updates or policy changes that may affect the business.
- Excellent teamwork, communication, interpersonal, leadership, analytical, and problem solving skills.
- Ability to work independently and be a part of a team, set challenging standards, develop strong partnerships, and lead others to action.
- Ability to succeed in fast-paced environment that is constantly evolving, including quickly and accurately assessing opportunities to determine best approach.

### Highlights :

- Led the restricting of the website experience to improve the load time by over 60% and traffic by 25%.
- Identify and inform team about new opportunities, updates or policy changes that may affect the business.

### 01/ 07/ 2015 TO 30/ 11/ 2017 WITH VIBRANTWORX TECH PVT LTD.

#### SEO Executive

##### Highlights :

- Handled SEO, SMO and Online Marketing for four projects.
- Wrote and posted content online, maintaining company webpages and blogs.
- Worked with developers to assess any technical challenges.
- Handled lead generation and ORM.
- Handled all social media websites Facebook, Twitter, LinkedIn and YouTube for all websites.

### 10/07/ 2014 TO 10/06/ 2015 WITH LOGIN AT SOLUTIONS PVT LTD.

#### Content Writer

##### Highlights :

- Content writing for products, blogs and websites.

## Achievement/ Awards

- Associate Member of Institution of Engineers (India).
- Associate Member of Manorath Foundation NGO.
- Stood first at regional, second at district level debate and writing competitions organized by police line, Unnao.
- Got 1st prize in college technical fest "UNIBOTICS"
- Participated in school level competitions and got 1ST prize by BHARTIYA SANSKRITI GYAN PARIKSHA.
- Stood first in debate competition held by BHARTIYA SANSKRITI GYAN PARIKSHA.
- Participated in social service by collecting money for the poor in a program organized by CANCER SOCIETY OF INDIA.

## Why Me???

- Ability to work independently and be a part of a team, set challenging standards, develop strong partnerships, and lead others to action.
- Ability to succeed in fast-paced environment that is constantly evolving, including quickly and accurately assessing opportunities to determine best approach.
- Flexibility to shift focus and priorities, comfortable with ambiguity.
- Ability to travel frequently, sometimes internationally.
- Ability to set up efficient and effective processes, manage and meet deadlines.
- Ability to effectively manage to opposing viewpoints.
- Service oriented, responds to situations quickly and decisively.
- Strong written and verbal + presentation skills.
- Excellent organizational skills and the ability to juggle multiple responsibilities.
- Ability and desire to thrive in a proactive, highly engaging, high-pressure, customer service environment.

## What I Love To Do



LOOK FOR  
INSPIRATION



DESIGN &  
ILLUSTRATE



LISTEN TO  
MUSIC



GETTING  
CREATIVE



INTERACTING  
WITH PEOPLE