# PERSONAL INFORMATION

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| **Name** | Silambarasan D |
| **Contact Number** | 9629450578 |
| **Email** | [Silambuct@gmail.com](mailto:Silambuct@gmail.com) |
| **Current Role** | Sr.Software Engineer |

**Profile:**

* Presently working with **Tech Mahindra** and Previously working with **Capgemini** which counts to a total of 1 year experience in Adobe Analytics and Tealium. Before **Cognizant** worked in **Xerago** which counts to a total of 3 years’ experience in Development, Implementation, Testing and Support based projects. Utilization of different tools required with a very good hands-on experience of Adobe Analytic, DTM, Adobe Launch, and Interwoven team site (Content Management system). Efficient in planning and work through highly iterative. Efficient in learning and implementing new methodologies in the field of website. Expert in handling the challenging projects in a professional way.
* **Xerago (13-04-2015 - 03-05-2019) – 4 Years**
* **Cognizant (06-05-2019 – 16-04-2021) -- 2 Years**
* **Capgemini (19-04-2021 – 04-04-2022) – 1 year**
* **Tech Mahindra – Till Date**

# SUMMARY

* 4.3 years of experience in Adobe Analytics, Tealium, DTM, Launch and Target.
* 3 year of experience in HTML,CSS,JavaScript. (CMS)

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# EDUCATION

* B.E Computer Science (2011 - 20014), Mahindra Institute of technology, Anna University Chennai.
* Diploma (2008 - 2011), K.S.R polytechnic college. T.code.
* SSLC (2008), E.R.K Higher Secondary School. Harur.

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# CERTIFICATIONS

* Adobe Analyics Architecht, Adobe Analytics Developer, Tealium IQ and Adobe Experince Platform Certification.

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# ACHIEVEMENTS

* Got many appreciation notes form clients and client leads for Best performance in project activities.

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# SKILLS SET

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| Technical Knowledge | HTML, CSS, JavaScript |
| Analytics Tools | Tealium iQ Tag Management, Adobe DTM, Adobe Launch,Workspace, Data Source, Admin Console. |

**PROFESSIONAL EXPERIENCE**

## Project :Mattel - Fisher price sites:

### Project Description:

* + - To take the business to the next level one must always be aware what’s going on within the web page. For which certain analytic tools are much helpful to capture the metrics, one among such tool is Adobe Omniture! Using this, we could extract metrics required as per Biz requirement and provide codes to implement the same.

### Roles And Responsibilities :

* + - Creating Data layer documents and Solution Design reference
    - Capturing the successful leads.
    - Handling Jira tickets as client requirements and creating bug tickets
    - Reason behind the fall in traffic of a web page.
    - Making note whether the paid search have brought enough Visitors.
    - Differentiating Customer and Prospect.
    - Calculating total number of Visitors per day or within the specified time period.
    - Capturing the leads of successful purchase of a product

## Project : Mattel – American Girl

### Project Description:

* + - In the American Girl project, I had handled almost all of US and EU region.
    - The work nature of the project is that each American girl customer activities need to be tracked with the help of Adobe Analytic and Tealium Tool.
    - As per client requirement, we tagged, (like Media code (AW, FB, etc), Lead codes for form pages and Touch point track) each and every CTA button and links.
    - Testing for all AG pages and successfully launched.

### Roles And Responsibilities :

* + - Creating Data layer documents and Solution Design reference.
    - Configuring tags with space and condition in Tealium.
    - To maintain Tealium tags in effective manner for better performance.
    - To create Test case document for AG Project.
    - Handling Jira tickets as client requirements and creating bug tickets.

## Project : FisherPrice :

### Project Description:

* + - To take the business to the next level one must always be aware what’s going on within the web page. For which certain analytic tools are much helpful to capture the metrics, one among such tool is Adobe Omniture! Using this, we could extract metrics required as per Biz requirement and provide codes to implement the same.

### Roles And Responsibilities :

* + - Creating Data layer documents and Solution Design reference.
    - Configuring tags with space and condition in Tealium.
    - To maintain Tealium tags in effective manner for better performance.
    - To create Test case document for Dentsply Project.
    - Handling Jira tickets as client requirements and creating bug tickets.

## Project : Dentsply

### Project Description:

* + - In the Dentsply project, I had handled almost all of US and EU region.
    - The work nature of the project is that each Dentsply customer activities need to be tracked with the help of Adobe Analytic and Tealium Tool.
    - As per client requirement, we tagged, (like Media code (AW, FB, etc), Lead codes for form pages and Touch point track) each and every CTA button and links.
    - Testing for all Dentsply pages and successfully launched.

### Roles And Responsibilities :

* + - Creating Data layer documents and Solution Design reference
    - Capturing the successful leads.
    - Handling Jira tickets as client requirements and creating bug tickets
    - Reason behind the fall in traffic of a web page.
    - Making note whether the paid search have brought enough Visitors.
    - Differentiating Customer and Prospect.
    - Calculating total number of Visitors per day or within the specified time period.
    - Capturing the leads of successful purchase of a products

## Adobe Analytics Reporting

* Weekly reports for key metrics and dashboard creations using visualizations as per the business requirements.
* As per the requirements I have created the calculated metrics.
* Handling end to end reporting for global semiconductor leader analytics using adobe analytics omniture.

I hereby declare the information mentioned above is true to the best of my knowledge. Place: Chennai

Date: [SILAMBARASA