NIKHIL KUMAR BAGWAL

DIGITAL ANALYTICS

CONTACT

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SKILLS

Adobe Analytics

Adobe Launch

Google Analytics

Google Tag Manager

Tealium

Ensighten

Javascript

HTML

EDUCATION

B.Tech(Computer Science)
Sep 2008 - Sep 2012
Rajasthan Technical University, Kota

CERTIFICATION

Tealium iQ
2022-04-24
Tealium

Google Analytics
2020-03-19
Google

Google Tag Manager
2020-03-12
Google

SUMMARY

Digital Analytics Consultant with 6 years of experience in web analytics domain and tagging implementation with Adobe Analytics, Adobe Launch, GA(UA, GA4), GTM, Tealium and Ensighten.

EXPERIENCE

Senior Associate - Projects   Feb 2022 - Present
Cognizant

Process Manager - Analytics   Feb 2021 - Jan 2022
eClerx

- Tagging implementation via Adobe Launch, Google tag manager and Ensighten. Also, designing and updating digital datalayer hierarchy as per the business requirements.
- Troubleshooting and debuging analytics implementation.
- Working across marketing and development to support both teams with analytics tracking requirements and provide guidance to develop tagging framework and provide QA support
- Migrating Tag Manager system to migrate all the analytics tags and all 3rd party media pixels to integrate new TMS (Ensighten to Adobe Launch). Also, Universal analytics to GA4.
- Digital Media pixels and or tracking scripts integration for all client's websites via Launch/Ensighten/GTM
- Creating technical specification for web/app developers to provide the instruction digital data layer, DOM attributes, custom events, single page application model.
- Create dashboards, workspaces reports showcasing present trends, progress rate against established goals.

Senior Consultant   Sep 2019 - Jan 2021
IBM / Aspire Systems

- Implementing & defining web analytics tracking for each client domains (keeping business perspective in mind). Managing tagging including overall strategy, Implementation and best practices. In other words, implementing & defining the technical implementation to collect web analytics data/ Utilizing tag management system for data extracting – Adobe Launch/Tealium.
- Testing and validating Analytics settings in Adobe Analytics, tagging implementation, data layer objects and other DOM attributes & methods to ensure tracking is accurate as per the all the requirements given by product owners for Web and Mobile applications.
- Creating tagging guides and tech spec for mobile application implementation to give instructions to web/app developers.
- Working close with Product Managers, Technology team and Digital Marketing team to determine and implement the best practice and responsible for creating workspace report.

Senior Web Analyst   Aug 2016 - Sep 2019
Jaipur Rugs / Milestone Inc.

- Tagging implementation via Tag Management platforms such as DTM, Launch and GTM and enhancing the user behavior tracking of client websites.
- Managing technical implementation of third-party platform pixels like Google Ads, DoubleClick, Facebook, Criteo, Impact, Bing and etc.
- Working close with key stake holders to define business needs and goals, and to determine the best way to monitor key performance indicators.
- Identifying opportunities for analysis and optimization on sites that increase conversion or drive revenue.
- Troubleshooting web analytics and tagging issues.