

Swati Ghare

Digital Analytics Specialist

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- ⌚ 6+ years of hands-on experience implementing Adobe Analytics, Google Analytics using Adobe Launch, Google Tag Manager, and Tealium iQ
- ⌚ I have experience working directly with clients and have been responsible for requirement analysis, design solutions, and mapping KPIs with KBRs.
- ⌚ Integration expertise for AA with A4T, Audience Manager, Adobe Campaigns, AEP, and various third-party tags
- ⌚ Strong hands-on experience with advanced JavaScript and jQuery
- ⌚ Experience debugging with developer tools, Adobe Exp. Debugger, Omnibug, Charles proxy
- ⌚ Well versed in Adobe Analytics features (variable configurations, segments, SAINT classifications, etc.).
- ⌚ Developing interactive dashboards, charts, and custom reports using Tableau, Adobe Workspace, Looker Studio, and Power BI
- ⌚ Adobe Admin activities, i.e., user, access, profile, IP exclusion, etc.

Functional Specialities

- ⌚ **Web Analytics** : Adobe Analytics, Google Analytics 4
- ⌚ **Tag Management System**: Adobe Launch, Google Tag Manager and Tealium iQ
- ⌚ **Data Visualization & Reporting** : Tableau Desktop, Looker Studio, Power BI, MS Excel
- ⌚ **Website Optimization & A/B Testing**: Adobe Target, Optimizely
- ⌚ **Basic Knowledge** : AEP, Adobe Audience Manager. Customer Journey Analysis, Tealium CDP Knowledge of Business Statistical concepts, Agile Methodology (Jira, DevOps, Rally), JavaScript, HTML CSS, SQL

Education

- ⌚ Completed B.E. in Computer Engineering with 68.88% result.
- ⌚ Completed Diploma in Computer Engineering with 80.34% result.

Work Experience

1. Software Engineering Senior Analyst

Accenture PLC 12/2020 – Currently Working

- ⌚ Led the analytics team in end-to-end digital analytics implementation, data validation, and reporting.
- ⌚ Experience in designing Solution Design Reference (SDR), Tag Planning, and Data Layer Scripting based on the business requirement
- ⌚ End-to-end implementation of Adobe Analytics with the AA extension and the AEP Web SDK
- ⌚ As per requirement, defined schemas, field groups, and data sets in AEP.
- ⌚ Expertise in implementing conversion metrics, eVars, Props, marketing channels, and processing rules to track online engagement.
- ⌚ Understand all aspects of Adobe Analytics: implementing tags, sCode, plug-ins, server call types, cookies, AA variables, link tracking, CTA tracking, video tracking, JavaScript, HTML, etc.
- ⌚ Google Analytics and Adobe Analytics implementation via Adobe Launch and Tealium iQ
- ⌚ Analyze the customer journey for the user touchpoint that a customer interacts with across multiple channels over time.

- ⌚ Validating and debugging analytics issues throughout the implementation process
- ⌚ Google Analytics 4 implementation using GTM (custom events, tags, triggers)
- ⌚ Deploying tags using the Tealium IQ Tag Management tool
- ⌚ Develop and modify JavaScript code and the Adobe Analytics plugin to support integration across digital properties.
- ⌚ Configured industry-specific metrics and dimensions that include product variables, cart events, checkout events, etc., report generation.
- ⌚ Responsible for data quality, identifying bugs, and debugging the application to find the root cause and fix them on time.
- ⌚ Created marketing channel/funnel reports to measure performance across different channels.
- ⌚ I worked on the Report Builder requests to extract the data.
- ⌚ Flow chart and fallout chart visualization reports for different conversion metrics in the analysis workspace for better business decision-making
- ⌚ Responsible for monitoring the data feed (daily and hourly) and analyzing and validating the data.
- ⌚ Direct client interaction to understand the business requirements and provide an optimized solution.
- ⌚ Providing Data/Reports using Data warehouse, classification, Report builder, Calculated Metrics, Data Feed, Workspace etc.

2. Digital Marketing Associate

Excellon Software Pvt. Ltd. *08/2019 – 11/2020*

- ⌚ Implement, QA (quality assurance), deploy, and document Google Tag Manager (GTM) tag containers using Javascript, HTML, and analytics tools
- ⌚ Diagnose and resolve complex analytics data collection anomalies using analytics testing tools and methodologies.
- ⌚ Collaborate with stakeholders, solution providers, and other development teams to design, develop, and publish analytics solutions.
- ⌚ Document new and existing tag management solutions for multiple web properties and containers.
- ⌚ Configure and maintain analytics solutions using Google Tag Manager.

3. Business Analyst

Zensar Technologies Pvt. Ltd. *07/2016 – 07/2019*

- ⌚ Hands-on GA setup, data analysis, data layer validation, and Google Studio reporting
- ⌚ Implemented site / page / component level tags for traffic, conversion variables, and event rules using Google Tag Manager.
- ⌚ Developed properties and filters across region, country, region, age, and language segments
- ⌚ Designed and developed custom Java script rules to capture cookie and event data from web applications and send it to Google Analytics 360.
- ⌚ Coordinate with advertising and media experts to improve marketing results.

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- ⌚ UI/UX analysis to find HTML, CSS, and JavaScript errors and recommendations
- ⌚ Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, AdWords tracking, and various other tools.
- ⌚ Responsible for the development and implementation of digital strategy, new innovative link building and acquisition ideas for large enterprises, and other SME clients.

ACHIEVEMENTS

- ⌚ Promoted within a year, from level 11 to level 10.
- ⌚ Many recognitions and awards including Rising Star Award, and iChamp Award

CERTIFICATIONS

- ⌚ Google Analytics Individual Qualification
- ⌚ Tealium iQ Technical
- ⌚ Adobe Professional – Adobe Analytics Developer and Business Practitioner Badges
- ⌚ Tableau Data Analyst Badges

ADDITIONAL DETAILS

- ⌚ Date of Birth: 23/01/1992
- ⌚ Marital Status: Married

I hereby affirm that the information furnished in this form is true and correct.

Swati Ghare