**RAMAKRISHNA K**

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**Web Analytics & TMS PROFESSIONAL**

**Expertise:** ADOBE ANALYTICS, SITE-CATALYST, ADOBE DTM/LAUNCH AD-HOC ANALYSIS, REPORT BUILDER, GOOGLE ANALYTICS, GTM, POWER-BI, EXCEL, TABLEAU & SQL, *SEO*,*PPC/Internet Marketing, Team Management, B2B & B2C project management, Ad words (Google)/Ad center (Bing), Lead Generation, Google Search Console setup & maintenance*

**Professional Synopsis:**

Solution-centric and results-driven **Web Analytics & TMS Professional** over **10 years** of progressive experience in providing cost-effective internet marketing solutions through various channels via, Web Analytics, SEO, PPC, SMO, Website analysis, Lead Generation, Ad words, Affiliate Marketing etc.

* Currently working as **Data Analyst** at **DXC Technology India**, Hyderabad
* Hands on experience on creation of Adobe web properties, report suites, Implementing Adobe DTM and Launch
* Expert in Adobe Site Catalyst, DTM, Launch, Adobe Analytics, GTM, Google Ad words, Google Ad sense, Campaign Management and Campaign Optimization
* Knowledge on HTML, CSS and JavaScript in terms of writing implementation code and logic for Tag management tools
* Expert in checking Console debugging related to tag management solutions implementation irrespective of Adobe or all other debugging tools
* Designing Variable mapping document, and assigning variable to the requested business requirements
* Proactively monitor the integrity and accuracy of data coming out of Adobe Analytics (Omniture Site Catalyst), and work with technical teams to resolve any issues
* Preparing TSD by considering business requirements
* Beacon checking and testing from console debugging, Monitoring the Adobe satellite libraries and scripts, checking the corresponding props, eVars and events to the satellite libraries and troubleshooting
* Gathering data across different report suites to estimate the customer journey as per business needs
* Ability to effectively handle teams in Online marketing / Digital Advertising domain for any verticals like, Retail, IT, Software and Health
* Expert in providing website optimization by using SEO on-page/off-page optimization techniques

**Personal Synopsis**

* Deadline-driven performer and dynamic team player with proven team management skills
* Ability to adopt new technologies quickly, and use them to automate things if possible
* Sound analytical skills
* Excellent client / stakeholder relationship management skills
* Effective communication and interpersonal skills

**Career Graph**

* **P2 Application Delivery** at **DXC Technology India,** Hi-tech city, Hyderabad (Dec ’19 to till date)
* **Digital Media Specialist** at **vSplash Tech Labs,** Hi-tech city, Hyderabad (Aug ’18 to Dec ‘19)
* **SEO Analyst** at **DELL**, Hyderabad (July ’16 to July ’18)
* **Digital Marketing Executive** at **vSplash Tech Labs,** Hi-tech city, Hyderabad (June ’16 to July ’16)
* **SEM Executive** at **vSplash Tech Labs,** Hi-tech city, Hyderabad (Mar ’14 to May ’16)
* **Marketing Manager** at **Infogroup.in**, Hyderabad (May'12 to Feb ‘14)

**Professional Training**

* Google AdWords
* Google Analytics (Process & Workflow)
* Google Webmaster Tools (Workflow & maintenance for search engine submission)

**Professional Experience**

As **Application Designer**, at **DXC Technology India Pvt Ltd**

**Object: Implementing Adobe Analytics and Tag Management Solutions**

Need to implement Adobe Analytics and Tag Management Solutions which includes tracking customer journey across the website, content, and products etc., functionalities along with other analytics tools

**Company:** **DXC Technology India Pvt Ltd**

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**Client: AT&T Inc**

**About Client:** AT&T Inc. is an American multinational conglomerate holding company headquartered at Whitacre Tower in Downtown Dallas, Texas. It is the world's largest telecommunications company, the largest provider of mobile telephone services, and the largest provider of fixed telephone services in the United States through AT&T Communications.

**Roles and Responsibilities:**

* Implementation of Tag management solutions with Adobe DTM and Launch. Creation of rules, Events & Triggers using Tag management solutions and setting up web analytics tools
* Creation of custom dashboards and workspaces as per requirements on bi-weekly/monthly basis.
* Managing the weekly production release process, requirements gathering and analyzing the possibilities and challenges
* Checking the variable mapping document with respective team and explaining it to the application team
* Providing header and footer code to the application team, creating properties and report suites
* Debugging the tag management implementations from console window to ensure that tagging error free
* Troubleshooting the Tagging implementation part and report that to dev team to resolve it
* Conducting the weekly code review meetings with cross-functional teams to make sure that code works properly
* Involving in Validating and testing the different environments like stage, preprod and prod for weekly production releases
* Enabling eVars and props as per business requirements
* Handling ticketing tool like JIRA to track and assign tickets to the corresponding teams to meet the SLA’s as expected
* Creating rules, approving, and publishing from DTM/Launch as per weekly releases
* Created process flows to reduce the production time, which are helped to decrease the risk management in projects

As **Digital Media Specialist**, at **vSplash Tech Labs Pvt Ltd**

* Collecting the marketing campaign metrics using web analytics tools like Google Analytics, Adobe analytics, etc.…
* Implementation of Tag management solutions like GTM, DTM. Creation of Goals, Events & Triggers using Tag management solutions and web analytics tools.
* Creation of custom dashboards and workspaces as per requirements on bi-weekly/monthly basis.
* Planning, implementation, execution of SEO, PPC campaigns and preparing strategies based on client requirements
* Hands on experience in Initial website analysis, Competitor’s research & client side recommendations
* Creating dashboards and comprehensive reports for better customer experience
* Experience in On-page/off-page optimization and SEO promotions, Creating user friendly/search engine friendly Meta tags for search engines

As **SEO Analyst**, at **DELL India Pvt Ltd**

* Weekly Hreflang xml sitemaps refresh, Technical SEO site audits, responsive launch testing, etc.
* Creating promos for new product launches and will promote the relevant results to increase the user experience
* Experience in tracking of website performance using Site catalyst, Ad-hoc analysis, Report Builder, Google Analytics and GTM etc.
* Setting up DTM and creating rules (Event, Page-load & Direct call) to track website activities like user engagement, goal conversion, revenue generation etc.
* Creating workspaces, dashboards and reports in Adobe site catalyst based on organization needs
* Monitoring the reports like Audience, Behavior and Acquisition to collect the KPI’s to perform the necessary actions
* Experience in creating high-level presentations for QBR reports and effective data visualization process using reporting tools like Power-BI etc.
* Knowledge on creating Adobe report suites, properties, and Admin level responsibilities
* Having Knowledge on AEM, Adobe Marketing cloud, Adobe Experience cloud, Adobe Advertising cloud and MSBI.
* Creating campaigns for product deals, which will helps to generate the revenue
* Monitoring the campaigns performance and maintaining the revenue metrics
* Perform the product wise audits, to track the products which are resulting no results
* Preparing digital and marketing strategies at organization level
* Performing customer facing responsive launch testing to provide better customer experience

As **SEM Executive &** **Digital Marketing Executive**, at **vSplash Tec labs pvt Ltd**.

**Ad Operations**:

* + Handling Ad Themes and Optimization of Ad Campaigns
	+ Managing the Client requirements of Ad creation by using Ad creation tool by Ad Ready Platform
	+ Optimization of Ad Creative of various sizes
	+ Client reporting that include – *Placement Performance report, Campaign Reports*
	+ Continuous monitoring on Campaign Management, Bid Strategies & Maintaining reports for paid search on Bi weekly/ monthly
	+ PPC Initial analysis, Competitors research & Recommendations
	+ Having Good knowledge on Maintaining Northeast America Campaigns & other countries also
	+ Collecting & choosing high Volume keywords using Google keyword Planner tool & etc.
	+ Extraction of Google Categories for various countries based on client Requirements
	+ Handling issues & Troubleshooting Ad words accounts as well as Campaigns also

**SEO**

* + SEO Initial website analysis, Competitor’s research & client side recommendations
	+ On-page optimization i.e. Indexing, crawling & caching of website in SERP, Creating Meta tags for user friendly search engine crawling, Monitoring Sitemap.xml & Robots.txt files for search engine crawling
	+ Off-page optimization i.e Monitoring Google, Bing &Yahoo Indexing, Maintaining Keyword positions on daily basis By using various methods like Directory submissions, Social Book markings, Article posting, Blog posting, Forums, Comments, Web 2.0, Link building, etc.
	+ Update on content related to website promotions, Handling Canonicalization issues, Fetching & indexing of website URL’s using Google Webmaster
	+ Analysis & Monitoring of website traffic on daily basis by using Google Analytics tool

As **Marketing Manager** at **Infogroup.in**

**Responsibilities**:

* + Collecting information from internet as a secondary source and generate company profiles
	+ Generate Trend Analysis Reports, Market Reports and Company Profiles in Word format
	+ Managing & Coordinating Day to day operations, analyzing the marketing reports
	+ Coordinating all the activities related to Digital Marketing team
	+ Responsible to gather consumer information and examine buying trends to create marketing plans for various companies
	+ Evaluate the feedback and organize it into reports for company use

**Certifications:**

* Google Ad words certified professional
* Google Analytics certified professional
* BrightEdge certified professional

**Education**

* Bachelor of technology from NITS, JNTU University (2008-2012) with 69%
* Intermediate from SKC junior college in 2008, with 88%
* Board of secondary education from Seranya Residential School, Narasaraopet in 2006 with 87%

**Personal Particulars**

* **Date of Birth**: 04th Sep 1991
* **Address**: 1-109,, Tatapudi (V), Chilakaluripet (M), Guntur (D), Andhra Pradesh
* **Languages Known**: English, Hindi and Telugu
* **Location Preference**: Hyderabad/Bangalore
* **Hobbies**: Learning new things, Reading Books, Photography and Traveling