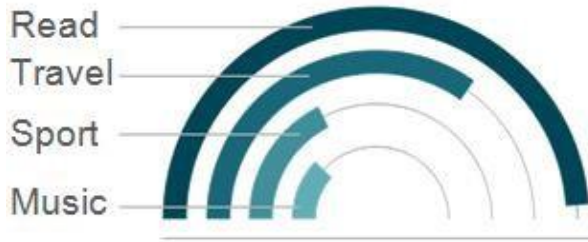


# Sravanth Venna

9 years of experimenting with Analytics Implementations and Reporting, Tag Management Solutions, Digital Marketing and Personalization tools

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## Snapshot



Company and Client	Work Scope	Titles	Duration	Reason for Change
Synchrony Financial	Adobe Analytics, GA4, Ensighten, Tealium and other Analytics Solutions	Manager, AVP	Jun 22 - Oct 23	Personal Reasons
CapGemini (Discover Financial)	Adobe Analytics, Adobe Target, UI Development, Signal	Consultant	Apr 20 - Jun 22	Rotation Rate
TeamLease Services	Digital Marketing and Sales	Manager	Apr 19 - Dec 19	Non Analytics
eClerx (CA Technologies)	Adobe Analytics, Adobe Target, Dynamic Tag Manager	Manager	Aug 17 - Jan 19	CA Acquisition by Broadcom
HCL/Accenture (Google)	DoubleClick Search and Campaign Manager	Analyst, TL	May 13 - Jan 16	Growth
NetElixir (Lenovo)	Google Adwords, Bing Ads, Facebook Ads, Adobe Analytics	Associate	Jan 12 - Aug 12	Growth

Work Dimension	Experience Detail	Skill Level
Analytics Implementations	Adobe Analytics, GA4, SA360 Floodlights, Data Layer	★★★★★
Marketing Implementations	BlueConic CDP, Doubleclick Campaign Manager	★★★★★
Digital Experience	Adobe Target, Dynamic Yield	★★★★★
Tag Management Systems	Ensighten, Tealium, Signal, Adobe Launch	★★★★★
Data Collection	Enterprise Data Lake (EDL)	★★★★★
Digital Marketing	Paid, Social, Natural, Direct, Affiliate, Email, Display Campaign Mgmt	★★★★★
Reporting	Adobe Analytics Work Space	★★★★★

## Education

Bachelor of Engineering (BE) - **Mechanical Engineering**, 2008, Gandhi Institute of Technology & Management (GITAM), Visakhapatnam, A.P.

## Work Experience

**Company:** Synchrony Financial

**Duration:** June 2022 – Oct 2023

**Roles:** Manager and Assistant Vice President

**Technologies/Products:** Tealium Client and Serverside, Ensighten, Adobe Analytics, GA4, MS Clarity, DoubleClick Flood lights, Adobe Target, Dynamic Yield, OneTrust Cookie Consent, Enterprise Data Lake, Single Page and Multi page Applications

### Responsibilities

#### Team

- Manage a team of 14 Analysts for analytics and marketing implementations across synchrony owned and partners websites and mobile apps
- Collaborate with internal teams and partners for requirement gathering and implementations
- Review and monitor implementations to ensure best practices and data efficiency
- Document SDRs, RCAs, Implementation steps, for future references
- Pre-implementation planning and post implementation testing and documentations
- Performance and feedback reviews
- Recruitments

#### Individual

- Migrated analytics tags like Adobe analytics and GA4 from Ensighten to Tealium for synchrony.com, synchronybank.com, mysynchrony.com, carecredit.com, synchronybusiness.com, bnpl(buynowpaylater), curbygames, consumercenter and bank servicing/acq (SPA)
- Implemented and integrated One trust cookie consent across synchrony portals
- Configured tags and extensions on Tealium client side for event forwarding to Tealium event stream (server-side product of tealium)
- Implemented MS Clarity to gather heatmap data
- Configured report suites, marketing channel rules, processing rules, variable creations, classifications and other admin tasks in AA
- Mobile app data collection testing using charles and tealium eventstream
- Event data forwarding to Enterprise data lake (EDL) using Tealium Client Side platform and dynamic yield using Tealium eventstream
- Worked with individual web developer teams to configure data layer and other HTML class additions for click and other event tracking and data forwarding to analytics tools
- Worked with Tealium teams and App developers to configure Tealium App modules and Tags
- Worked with decision makers to troubleshoot implementation issues.

#### Achievements

- Services recognized and was elevated to AVP.

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**Client:** Discover Personal Loans, a division of Discover Financial Services

**Payroll:** CapGemini India Pvt. Ltd, Hyderabad

**Duration:** April 2020 - Present

**Roles:** Adobe Analytics and Adobe Target Consultant, Front-End Developer-UI Team

**Technologies/Products:** Java, JavaScript, jQuery, APIs, CSS, HTML, Adobe Target, Adobe Analytics, GlassBox Analytics, DoubleClick

#### Domains:

- Bank Account Center, [https://portal.discover.com/customersvcs/universalLogin/ac\\_main?Aff=Bank](https://portal.discover.com/customersvcs/universalLogin/ac_main?Aff=Bank)
- DPL Acquisition Application, <https://personalloans.discover.com/dplacq/getstarted>

### Responsibilities

**Adobe Analytics:** Reporting and Implementation of Adobe Analytics' Appmeasurement.js, which include,

- Own and update the Solution design reference (SDR) to have a blueprint of implementation as per business objectives
- Configuration variables like, s.account, linkTrackVars, trackingserver, download file types, activity map etc.
- Page variables like, eVars, props, contextData, campaign, pagename, events and other variables
- Implement functions and methods like, clearVars, s.t, s.tl, Utility methods(getQueyparms), doPlugins etc
- Processing rules, including Marketing Channel processing rules management, Classifications for campaigns, other data in analytics admin UI
- Report generations using Analytics workspace, reporting and Analytics reports, custom reports, report builder excel plugin, for development (to test implementations) and prod (for client requests) report suites.

**Adobe Target:** A/B, XT, MVT Target Tests to personalize digital experiences. Implemented Hybrid deployment model (Java SDK) to deliver experiences server-side for faster performance. Manage/upload customer attributes to use them while targeting audiences in activities. A4T integrations.

- Streamlined a loan application form and increased form submits by 20 percent
- Determined a winning activity using Lift and Confidence data, thus recommending more than 20 web-page improvements for production pages.

**GlassBox Analytics:** View video user sessions, to check performance after deploying code to prod from dev. Also, used it to mask PII (personal information).

**DoubleClick:** Maintain common global file to include all tracking scripts, including Floodlight tags for DoubleClick and troubleshoot any tracking related issues.

**UI Development:** Own front-end code repositories for Discover Personal Loan applications. Day to day tasks include, Add/Edit front-end code functionalities (JS & jQuery), styles (CSS), and content (HTML) to enhance user experience. Debug and fix code, bugs and data collection issues. Build and Deploy (Jenkins) the code to development and production environments, based on clearance from testing teams. Maintain global file to have all tracking scripts.

#### **Achievements**

- Replaced the document upload options, with a drag and drop to facilitate easy document submissions for loan processing.
- Integrated front-end with Card name and location details lookup API, to automatically populate details based on Card number.
- Thus, reducing the users time to complete loan application submission by 30-40%.

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**Company:** TeamLease Services, Bangalore

**Duration:** April 2019 – Dec 2019

**Role:** Senior Manager, Digital Sales and Marketing

**Channels:** Paid, Display, Natural, Affiliate, Email, Social, external campaigns

**Domains:** TeamLease.com, Fresherworld.com and Apprentices.in

**Tools:** Google Ads, Facebook Ads Manager, and LinkedIn Campaign Manager

#### **Responsibilities**

- Manage a team of highly skilled performance marketers to drive online revenue, across channels.
- Acquire employers, to drive job listings, resume data base purchases, end-to-end recruitments and online assessments
- Acquire job seekers, to drive resume postings and paid job assistance services
- Monitor & report performance, KPIs across all channels and identify key areas of opportunity for growth
- Work with development teams for new page designs, deployment cycles to align with campaign start dates and implement tracking codes
- Competitive analysis to understand the job portal market developments and improvise on offers and product pricings.

#### **Achievements**

- Optimized spend on paid media channels by maintaining the bidding structure for keywords as, exact match>phrase match>broad match, which increased the revenue/cost by 45% MoM
- Identified non-returning Ad inventories, banners ads, paid ads, Ad placements and diverted that spend towards cash cows that helped improve the ROI KPI by almost 30% MoM.

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**Client:** CA Technologies - A Broadcom Company

**Payroll:** eClerx Services Ltd, Pune

**Duration:** August 2017 – Jan 2019

**Role:** Process Manager, Adobe Analytics Reporting and Implementation

**Products:** Adobe Analytics, Dynamic Tag Manager

**Technologies:** HTML, CSS, JavaScript

#### **Responsibilities**

- Manage Adobe Analytics, reporting and implementation teams, along with a dynamic tag manager and a Microsoft excel resource
- Solution design reference (SDR) to have a blueprint of implementation, as per business objectives
- Implement configuration variables like, s.account, linkTrackVars, trackingserver, download file types etc. in appmeasurement.js.
- Manage page variables like, eVars, props, contextData, campaign, pagename, events and other variables.
- Define Functions and methods like, clearVars, s.t, s.tl, Utility methods(getQueyparms), doPlugins etc.
- Creating Processing rules, including Marketing Channel processing rules management and Classifications for campaigns and other data in analytics admin UI
- Report generations using Analytics workspace, Adhoc Analysis, reporting and Analytics reports, custom reports, report builder excel plugin, for development (to test implementations) and prod (for client requests) report suites.

#### **Achievements**

- Automated excel reports using adobe report builder queries and referencing the numbers from dynamic backend sheets to the front-end dashboards based on selections
- Classified ca.com's web pages with their respective business units for easy and efficient reporting by business units
- Introduced three-step QA process before sending out reports to maintain data quality
- As a value add, introduced observations and insights for reports published to client
- Facilitated reporting of AdWords and Bing keywords in adobe analytics along with UTM string values passed into an eVar for easy breakdowns
- Used demand base data to identify business by Industry/company and track most searched products by industry to help CA understand the B2B marketplace.

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**Client:** Google India Private Ltd., Hyderabad

**Roles:** Team Lead, On Accenture Payroll (May 17, 2014 - Jan 27, 2016), Analyst, On HCL Payroll (May 17, 2013 - May 16, 2014)

**Process:** DoubleClick Search (Now Search Ads 360)

### Responsibilities

Solution-oriented service to DoubleClick Search customers by working with Google Account managers for,

- On-boarding user domains to the platform
- Integrating DoubleClick Campaign Manager, by deploying flood-light tags to user sites for conversion tracking
- Integrating AdWords, Bing and social media accounts with DoubleClick Search
- Organizing trainings on advanced topics like bid management, Shopping campaigns, product listing ads etc
- Organizing virtual demos on new product releases
- Proactive consultations on campaign optimizations and reporting
- Troubleshooting implementations, data discrepancies and bug reporting to Google engineering teams
- Gathering feedback and generate new feature requests from product users
- Generating KPI, performance reports based on user requests
- Resolve any user queries related to the product, raised via discussions forwarded by Account managers, telephone and email present in the tool UI.

### Achievements

- NumeroUno Award for displaying commendable prowess as a business Operator in ensuring process and overall delivery excellence
- Awarded "Best Mentor" title for providing hands on training to 35+ teams on DoubleClick search product
- Awarded Twin star performer for receiving highest client satisfaction surveys for the year 2015
- Provided strategy consulting to clients in a variety of verticals including travel, financial, hospitality and retail.

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**Client:** Lenovo.com

**Payroll:** NetElixir eMarketing Solutions, Hyderabad

**Duration:** Jan 2012 – Aug 2012

**Role:** Associate, Paid Search and Social

**Products:** Adobe Analytics, Google AdWords, Microsoft Bing

### Responsibilities

Manage Lenovo US (Spend=\$100000/month), Lenovo IE (Spend=\$80000/month), Lenovo UK (Spend=\$90000/month), paid search campaigns across Google and Microsoft platforms. Day to day activities include Account/Campaign/Ad group/Keyword/Ads creations, Keywords/Ads bid optimizations and positioning, Manage Facebook Ads, Report generations and Manage display ad placements.

- Optimized the accounts to have bids in the order, exact>phrase>broad, for focused keyword delivery
- Improved the account profitability from an R/C of 3 to 7 with a span of 8 months

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### Declaration

I hereby declare that the above provided information is true to the best of my knowledge.

Sravanth Venna

April 2024

References: <https://www.linkedin.com/in/sravanth-v-4a3a77>