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SUMMARY

Service Delivery Lead with 9+ years of experience delivering enterprise digital analytics, measurement, and tracking solutions using Adobe Experience Cloud. Expertise in Adobe Analytics, Adobe Launch(Tag Manager), measurement strategy, KPI frameworks, tracking implementation, stakeholder management, and analytics governance. Proven ability to lead cross-functional teams, translate business objectives into scalable analytics solutions, and deliver actionable insights that optimize customer journeys, marketing performance, and digital experiences.

SKILLS

Analytics & Tracking: Adobe Analytics, Adobe Launch(Tag Manager), Analysis Workspace, ObservePoint, Omnibug, Charles Proxy, Columbo

Web Technologies & APIs: HTML, CSS, JavaScript, jQuery, Backbone JS, CEDDL, ACDL, Oberon XML/JSON, Adobe APIs 2.0

Tools & Management: JIRA, Confluence, ePaaS, Bitbucket, Sublime Text, Google Charts, Adobe Creative Cloud

EXPERIENCE

Plan.NET TechNest India

NOVEMBER 2024 – PRESENT

Service Delivery Lead

Mumbai, India

- Lead the design and optimization of enterprise digital analytics solutions using Adobe Analytics, defining KPI frameworks, measurement strategies, and success metrics aligned with business objectives.
- Develop advanced analyses, executive dashboards, and performance scorecards to uncover customer behavior trends, identify optimization opportunities, and support strategic decision-making.
- Analyze visitor journeys across marketing channels to improve engagement, conversion, and overall digital experience.
- Own enterprise digital measurement architecture, including event tracking strategies, data layer specifications, implementation standards, and Adobe Launch configuration.
- Partner with development teams to translate business requirements into scalable tracking solutions while validating implementations, resolving tracking issues, and maintaining data quality.
- Collaborate with Digital Marketing teams to define campaign measurement plans and evaluate engagement and conversion performance.
- Deliver actionable insights and recommendations that improve campaign effectiveness, customer experience, and digital channel performance.
- Partner with business leaders, product owners, UX teams, developers, and marketing stakeholders to define analytics roadmaps and measurement requirements.
- Facilitate workshops, translate analytical findings into executive-ready insights, and promote data-driven decision-making across business and technology teams.
- Establish analytics governance standards, tracking specifications, QA processes, and implementation documentation while ensuring data quality and tracking accuracy.
- Ensure compliance with privacy regulations, consent management, and internal data governance policies while driving continuous improvement in analytics maturity and implementation efficiency.

Plan.NET TechNest India

JUNE 2021 – OCTOBER 2024

Senior Consultant

Mumbai, India

- Redesigned SDRs (including processing rules, marketing channel setup, and paid search schema) and implemented scalable, future-ready tagging frameworks.
- Reengineered variable (eVar and prop classifications) (through bulk FTP imports and regex rules) for meaningful Adobe Analytics reporting and advanced data insertion.

- Architected end-to-end onboarding for a premium British automotive client, including report suite setup, eVar/prop/event configuration, and admin user group settings.
- Automated executive dashboards using Oberon XML/JSON API, streamlining weekly insights delivery for senior stakeholders by building custom HTML email reports.
- Designed complex nested calculated metrics and segments for business milestone tracking.
- Led internal tooling using Adobe Analytics 2.0 APIs for bulk actions (segment, metric, user/group provisioning).
- Core contributor to ePaaS (ePrivacy as a Service) - enabling GDPR-compliant consent management across global markets with Opt-in/Opt-out/Soft Opt-in workflows.
- Supported paid media agencies via campaign parameter tracking schema (Digital Campaigns) and built custom dashboards.
- **Tools and Services:** Adobe Analytics, Adobe Launch, Observepoint, Columbo, Charles, JIRA and Confluence.

Accenture

SEPTEMBER 2018 – JUNE 2021

Senior Web Analytics Consultant

Mumbai, India

- Redesigned Solution Design References and technical specs to standardize Adobe Analytics implementations across 130+ websites for 3 global brands.
- Deployed and validated tracking using Adobe Launch, with detailed UAT and RCA via ObservePoint, Charles Proxy, and Omnibug.
- Created audit reports, tracked network beacons, and ensured data integrity through ongoing QA of data layers and analytics calls.
- Built dashboards in Analysis Workspace to visualize user journeys, funnel performance, and KPIs.
- Collaborated with business and technical teams for cross-platform data integration and downstream processing.
- Implementing third party tags using Adobe Launch.
- **Tools and Services:** Adobe Analytics, Launch, Report Builder, Workspace, ObservePoint, Charles, Omnibug, JIRA, Confluence, JIRA and Confluence.

Finly(Jouska Tech)

FEBRUARY 2018 – AUGUST 2018

Product Engineer: Frontend

Bangalore, India

- Consulting with co-founder to gain the business and technical requirement and modelling the product architecture.
- Interacting with the backend engineers to gain the clean and perfect API data to be populated over the User Interface using Backbone JS.
- Creating intuitive, simple and modern charts to present the visualize the data on User Interface using Google Charts and Charts JS.
- Handling the client requirements for new development into existing tool.
- Creating a perfect User Interface landing pages for campaign user to gain the leads.
- **Tools and Resources:** HTML, CSS, Javascript, Backbone JS, Handlebars, Rubymine, Sublime Text, Bitbucket, Google Charts and Charts JS.

Turban Trap

OCTOBER 2016 – DECEMBER 2017

Co-Content Creator

Bhopal & Delhi, India

- Communication and collaboration with music artists.
- Bringing on the new ideas to increase the reach on various platform.
- Creating visualizer for the music and uploading the music video on various platform.
- **Tools and Resources:** Adobe Photoshop, Adobe After Effects and Adobe Premiere Pro.

Frugal Testing

DECEMBER 2015 – SEPTEMBER 2016

Frontend Developer

Hyderabad, India

- Analyzing the competitive landscape and challenges to resolve those from our product.
- Creating the basic architecture of the web application using HTML, CSS, JS and jQuery.
- Upgrading the web app by adding a dashboard to show the real-time reports to the user.
- Designing campaign emails and landing pages for new customers.
- Designing the banners, cards and standees to showcase in startup conferences.
- Actively pitching the product to other business leaders at startup conferences.
- **Tools and Resources:** HTML, CSS, Javascript, jQuery, Sublime, Google Charts, Highcharts, Adobe Photoshop, Adobe Premier Pro, Adobe After Effects.

CERTIFICATIONS

Adobe Analytics Architect Master - ADO-E207

EDUCATION

Rajiv Gandhi Technical University <i>Bachelor of Engineering</i>	JUNE 2015 Bhopal, India
Sharda Vidya Mandir <i>Intermediate</i>	APRIL 2011 Bhopal, India