



Adobe Analytics Consultant with 8+ years of experience architecting and optimizing end-to-end digital analytics solutions. Proven expertise in Adobe Launch, CEDDL, tagging strategy, reporting automation, and privacy compliance. Skilled in translating business goals into scalable tracking frameworks, driving insights via Analysis Workspace, and building custom tools using Adobe APIs. Adept at cross-functional collaboration, data governance, and analytics innovation across global brands.

Experience

NOVEMBER 2024 – PRESENT

Analytics Delivery Lead/Plan.NET TechNest India, Mumbai, India

- Leading a cross-functional team of **24 consultants**, spanning **Adobe Launch implementation, data layer developers, QA analysts, reporting specialists**, and analytics **automation engineers**, to deliver scalable Adobe Experience Cloud solutions.
- Delivering deep-dive **digital performance analysis** and building **automated dashboards** using **Adobe Analysis Workspace** and **Report Builder** to surface **strategic insights** and drive **conversion optimization**.
- Partnering with **international development agencies** and **IT teams** to ensure seamless **Adobe Analytics integration** and consistent **tracking** across global client websites.
- Driving innovation through development of **custom tools** like **TRON** (Tracking Request Optimization & Normalization) and **Automated Release Management** systems, improving deployment efficiency and reducing QA overhead.
- Collaborating closely with **Marketing, UX, and BI stakeholders** to align **KPI frameworks** and ensure all tracking initiatives directly support **key business objectives**.
- Managing **cookie consent and privacy compliance** as a core contributor to **ePaaS (ePrivacy as a Service)** — conducting **GDPR-aligned assessments**, defining consent logic, and supporting automated cookie governance at scale.

Tools and Services: Adobe Analytics, Adobe Launch, Analysis Workspace, Report Builder, CEDDL, ACDL, Charles Proxy, Omnibug, Oberon XML/JSON, Adobe APIs 2.0, ePaaS, HTML, JS, jQuery, JIRA, Confluence.

JUNE 2021 – OCTOBER 2024

Senior Consultant/Plan.NET TechNest India, 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.

SEPTEMBER 2018 – JUNE 2021

Senior Web Analytics Consultant/Accenture, 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** and **Report Builder** 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.

FEBRUARY 2018 – AUGUST 2018

Product Engineer: Frontend/Finly(Jouska Tech), Bangalore, India

- Consulting with the 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.

OCTOBER 2016 – DECEMBER 2017

Co-Content Creator/Turban Trap, 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.

DECEMBER 2015 – SEPTEMBER 2016

Frontend Developer/Frugal Testing, 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 – AD0-E207



Education

JUNE 2015

Bachelor of Engineering/Rajiv Gandhi Technical University, Bhopal, India

APRIL 2011

Intermediate/Sharda Vidya Mandir, Bhopal, India

Activities

Travel • Cricket • Football • Athletics