VIMALA K

Chennai ◆ 9944994833 ◆ vimalasuganthi310@gmail.com

PROFESSIONAL SUMMARY

Certified Adobe and Google Analytics with over 5 years of expertise in Adobe Analytics, Adobe Launch, GA4, Google Tag Manager (GTM), Facebook Pixel, and web analytics implementation. Skilled in both technical implementation and reporting, with a strong proficiency in debugger tools.

LinkedIn: https://www.linkedin.com/in/vimalaak/

YT: https://www.youtube.com/channel/UCUBVLzg1B6mVBSFJIVCiClw

GitHUB: https://github.com/vimalakcode

SKILLS

- **Analytics Solutions -** GA4, Adobe Analytics(Site Catalyst), Facebook Analytics
- **Tag Management -** Google Tag Manager, Adobe Launch
- **Debugger Tools -** Browser Developer Tools
- **BI Platforms -** Looker Studio, Microsoft Stack

- **Digital Marketing -** SEO, SMM, Google/Bing Ads
- **Language -** HTML, CSS, Javascript, DOM
- **Heatmap:** Mouseflow, Hotjar
- **Project Management:** JIRA

WORK HISTORY

Senior Digital Marketin Executive(AdobeAnalytics), 05/2018 - Current

Ziffity Solutions Pvt Ltd – Chennai

- Experienced in implementing web/mobile platforms, and other digital platforms for B2B and B2C in GTM, and Adobe Launch.
- Proficient in creating and customizing web analytics reports and visualizations to extract actionable insights in GA4 and Adobe Analytics in both B2B and B2C.
- Creating report suite, segment, calculated metrics, marketing channel processing rules, classification(SAINT), data warehouse and data feed, and processing rules in Adobe Analytics.
- Experienced in implemeting 3rd party media tagstools like Facebook pixels, crazy egg, floodlights, etc,..
- Generating and maintaining regular reports and interactive dashboards using Adobe Analytics Workspace to visualize and communicate key performance indicators (KPIs) and other relevant metrics.
- Identifying gaps in current implementation and providing solutions.
- Developing and implementing global analytics strategy for different brands - building the right SDR

and TSD.

- Collaborating with developers to implement the datalayer for tracking the custom events on app and web.
- Provide onsite training to the client team.
- Creating business and data dashboard in Looker Studio.
- Setting up and configuring GA4 accounts and properties including but not limited to implementation of custom dimensions and metrics for both Web and App platforms
- Experienced in debugging with browser developer tools, Adobe Analytics debugger and do QA.
- Skilled in setting custom variable(props, evars, events) in Adobe Analytics.
- Leading Paid ads campaign for Google and Social Media.
- Leading Email campaign for ecommerce and B2B.
- Defined clear metrics to measure impact and track progress of ongoing and newly launched campaigns.

Inside Sales Executive, 03/2017 - 12/2017

Stellar Information Technology Pvt. Ltd. – Chennai

• Responsible for Inside sales activities involving – Market Research, Cold

calling, identifying new opportunities, and generating qualified leads.

• Handled Clients in India, Sri Lanka, and UK.

• Specialties prospecting and Lead Generation and handled CRM.

• Maintaining daily reports by using Microsoft office.

EDUCATION

Full Stack Development

Recluse Software - Pursuing

Master of Business Administration: Marketing, 2016

Sona School of Managemtn - Salem

BTech: IT, 2014

VIETW - Thiruchengode

CERTIFICATIONS

- Adobe Analytics Business Practitioner Professional
- Adobe Analytics Business Practitioner Expert
- Advanced Google Analytics Certification
- Google Tag Manager Fundamental Certification
- Hubspot Digital Marketing Certification