

# KISHAN KUMAR SAHU

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## OBJECTIVE

To become a part of an organization where my technical skills can be enhanced, where self-respect is given the highest priority, where my learning is complemented by experience thus obtaining a gradual growth in my career.

## PROFILE SUMMARY

- Highly motivated and focused with around 7 years of hands-on experience in Adobe Analytics, DTM tool and Android application development.
- Currently working as a Technical Consultant where I am responsible for to translate data into action and push out meaningful insights across the organization (Marketing, Product and Sales / Partner Success).
- Forecast traffic from channels expected basis the campaigns / marketing efforts and compare the actual to projected traffic.
- Managed marketing reporting, data modeling and analysis using Omniture tools for consolidated report generation.
- Manage the analysis of site performance including traffic patterns, navigation and conversion paths, marketing campaigns and site enhancements and proactively seek and define opportunities to improve conversion, revenues and user experience.
- Flair for qualitative data analyses and interpretation and ability to process data to draw insights, answering "so what" questions about data.
- Implemented Omniture Site Catalyst on various sites including website tagging, data validation and testing.

## PROFESSIONAL EXPERIENCE

**Adobe, Technical Consultant**

**Since - JULY 2021**

### TOOLS USED:

**Adobe Launch, Adobe Analytics**

### RESPONSIBILITIES:

- Implemented Adobe analytics by using Adobe Launch management tool.
- Prepared TSD by considering Business requirement.
- Implementation of third-party pixels
- Implementation of video tracking in iFrame.
- Implementation of Google Analytics
- Creation of Dashboards to analyze the performance and KPI's of business requirements.
- Worked on classification rule builder for better data reporting.
- Worked on Adobe Marketing channels to generate all Marketing data.
- Worked on Observer point for tag auditing.
- Creation of user-stories, technical specifications and giving requirements to IT team.
- Worked on omniture to create dashboard, reports, monitoring live data etc.
- Closely working with Dev team and helping them to implement requirements correctly.
- Perform complete testing on the sites to validate implemented analytics.
- Explaining the reports and worked analysis to the business teams.

**TOOLS USED:**

**Enlighten, Adobe Analytics, Observer Point, Google Analytics**

**RESPONSIBILITIES:**

- Implemented Adobe analytics by using Enlighten tag management tool.
- Prepared TSD by considering Business requirement.
- Implementation of third-party pixels
- Enlighten first party implementation.
- Implementation of Adobe analytics in iFrame.
- Implementation of Google Analytics
- Creation of Dashboards to analyze the performance and KPI's of business requirements.
- Worked on classification rule builder for better data reporting.
- Worked on Adobe Marketing channels to generate all Marketing data.
- Worked on Observer point for tag auditing.
- Creation of user-stories, technical specifications and giving requirements to IT team.
- Worked on omniture to create dashboard, reports, monitoring live data etc.
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- Perform complete testing on the sites to validate implemented analytics.
- Explaining the reports and worked analysis to the business teams.

**TOOLS USED:**

**Adobe DTM, Adobe Launch, Adobe Analytics, Observer Point, Google Analytics**

**RESPONSIBILITIES:**

- Develop automated post-launch dashboards to measure and analyze the impact of project launches.
- Monitor reports.
- Measure and report performance of all digital marketing campaigns, and assess against goals.
- Created Processing rules to simplify data collection and manage content as it is sent to reports.
- Created classification rules to categorize key values derived from strings in tracking codes, and match them to specific defined criteria.
- Evaluation of end-to-end customer experience across multiple channels and customer touch points.
- Utilize Adobe analytics tools and software to report on website activity and user behaviours during purchase flows.
- Exposure to mobile, social, tablet measurement approaches as well as understanding of role of attribution and paths to conversions.
- Managed all Omniture tagging requirements, debugging, reporting, and created different reports for the management.
- Worked on Agile teams, daily stand up calls, and interaction with business & technical teams.
- Worked with QA & UAT teams to participate in testing activities and user training sessions on Adobe implementations.

## **Sparsh Communications Pvt. Ltd., Android Developer**

**APR 2017 - MAR 2018**

### **RESPONSIBILITIES:**

- Designed and developed a chat application called "VIOLET" using firebase technology which includes feature like Facebook and WhatsApp except audio call and video call.
- Handled various technical aspects like coding of modules using the given design specifications, debugging.
- The responsibilities are like Ensuring that business requirements and functional specifications for the module coded by me are tested and fulfilled before the code is delivered to integration.
- Coordinating with team members for system design, integration, application maintenance, etc.
- Used JIRA for defect tracking as well as activity tracking.

## **India Apps Pvt. Ltd., Android Developer**

**NOV 2015 – APR 2017**

### **RESPONSIBILITIES:**

- Designed and developed an application which includes feature like Data Tracker, Set custom alert for data usage and lot more. Handled various technical aspects like coding of modules using the given design specifications, debugging.
- The responsibilities are like Ensuring that business requirements and functional specifications for the module coded by me are tested and fulfilled before the code is delivered to integration.
- Coordinating with team members for system design, integration, application maintenance, etc.
- Used JIRA for defect tracking as well as activity tracking.

### **TECHNICAL SKILLS**

<b>Operating Systems</b>	: Windows, Linux
<b>Languages</b>	: Java, C, C++
<b>Databases</b>	: MySQL, SQLITE
<b>Web technologies</b>	: HTML, CSS, JavaScript, jQuery
<b>IDE</b>	: Eclipse, Android Studio, Sublime, Visual Studio
<b>Version Control</b>	: Bit bucket, Git
<b>Tools</b>	: FileZilla, Post Man, Putty
<b>Project Management tools</b>	: Jira
<b>Adobe tools</b>	: Adobe Analytics, Adobe Target, Adobe Launch, DTM, Ensighten, Marketing Cloud ID service

### **EDUCATION**

- Bachelor of Technology in Electrical and Electronics Engineering Vignan Institute of Technology and Management, Odisha in 2015.
- Diploma in Electrical Engineering from Kalam Institute of Technology and Management, Odisha in 2011.