

# A JAGATH PREETHI

DIGITAL ANALYTICS IMPLEMENTATION SPECIALIST



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## Technical Skills

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- **Adobe Experience Cloud:**
  - Adobe Analytics
  - Adobe Launch (or Tags in Adobe Experience platform Data Collection)
  - Adobe Sign
- **Other Web Analytics Products:**
  - Google Tag Manager
  - ObservePoint
- **Programming/Scripting Languages:**
  - jQuery
  - JavaScript
  - HTML5
- **Project Management:**
  - JIRA
  - Confluence
- **Validation Extensions:**
  - ObservePoint Tag Debugger
  - Omnibug
  - Launch and DTM Switch
  - Adobe Experience Platform Debugger

## Certifications

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- Adobe Analytics Developer
- Adobe Sign Essentials
- Google Tag Manager Fundamentals
- Certified jQuery Developer (W3Schools.com)
- Microsoft Exam 70-480: Programming in HTML5 with JavaScript and CSS3

## Summary

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Digital Analytics Implementation Specialist with 9+ years of expertise in delivering digital analytics tagging solutions for banking, insurance, retail and TTH clients. Proficient in Adobe Launch, Adobe Analytics and Google Tag Manager. Skilled in implementing various tagging solutions like Adobe Analytics, Facebook, Bing Ads UET, Google Ads, LinkedIn and other digital marketing and advertising tags. Highly efficient in providing end-to-end solution from project planning, design and implementation to auditing tags and reporting. Possess excellent communication, problem solving and leadership skills.

## Adobe Analytics Experience

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- Analyze business requirements and identify the key performance indicators that are impactful to client's business goal.
- Report Suite Manager – Configure report suites, traffic variables, conversion variables, success events, processing rules, bot rules, customize menu and internal URL filters.
- User Management – Manage experience cloud users and permissions.
- Create segments, rules in classification rule builder and import classification files.
- Create custom reports and scheduled reports to provide insights and validate Adobe Analytics tags.

## Adobe Launch Experience

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- Create and manage properties.
- Configure extensions like Adobe Analytics, 6Sense, Bing Ads UET, Facebook, LinkedIn, Adobe Target and others.
- Create data elements with core data element types JavaScript variable, cookie, constant, custom code, query string parameter and other types based on extensions.
- Create page loading rules, custom click tracking rules, direct call rules and other rule events with appropriate conditions and actions.
- Add and manage libraries with all the modified data elements, rules and extensions in the publishing flow.
- Validate the digital tags in development and staging environments and publish to production environment.

## Educational Qualification

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- **Master of Business Administration (International Business Management)**  
University of Madras  
2018  
Correspondence
- **Bachelor of Technology (Information Technology)**  
Velammal Institute of Technology,  
Chennai (Affiliated to Anna University)  
2012

## Key Achievements

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- Star Performer Award
- Best Speaker Award
- Submitted and implemented multiple process improvement ideas that generated soft savings
- Trained associates in Adobe Launch and ObservePoint

## Work Experience

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**Tata Consultancy Services (TCS), Chennai**

**Dec 2012 - Present**

### Project Roles:

Digital Analytics Solution Architect | Jan 2020 - Present

Digital Analytics Developer | Nov 2014 - Dec 2019

Adobe Analyst | Dec 2012 - Oct 2014

**Clients:** Deluxe, British Airways, The Hartford, Farmers Insurance, Staples

### Key Responsibilities:

- Discuss with clients their business objectives, derive in-depth understanding of the Adobe Analytics tagging requirements and provide solution.
- Estimate and plan the entire project duration and the level of effort needed.
- Develop solution design document, styleguide, technical specification document and customized page naming document for the solution provided.
- As a technical lead and architect, collaborate with multiple stakeholders for developing and resolving issues in Adobe Analytics and other third-party digital tags implemented via Adobe Launch.
- Responsible for Adobe Analytics and Adobe Launch implementation and maintaining tagging in Google Tag Manager (GTM).
- Perform end-to-end validation from ensuring Adobe Analytics tags in customer website till Adobe Analytics reporting and recording the results.
- Validate all the third-party tags implemented via Launch and GTM and own the auditing in ObservePoint by creating audits and journeys.