Subi Raj R S

IT Analyst. Tata Consultancy Services.

Certified Expert — ADOBE ANALYTICS: DEVELOPER
Certified Expert — ADOBE TARGET: BUSINESS PRACTITIONER
Certified Master — ADOBE TARGET: ARCHITECT

Career Objective

To build upon and enhance my Technical, Leadership and Management skills in a reputed and dynamic organization that gives me the opportunity to evolve in a professional manner.

Profile Summary

- Web Analytics enthusiast with 5+ years in **Adobe Analytics, Google Analytics and Adobe Target.**
- Experienced in Leading a small team, strictly adhering to **Agile Methodologies.**
  - Requirement Gathering and Story preparation.
  - Effort Estimation.
  - Task assignment during sprint planning.
  - Daily Status updates for clients.
  - Leading the team in development and process adherence.
  - Experience in preparing and publishing project documents such as BRD and SDR
- Experienced in setting up **Adobe marketing cloud platform.**
- Experience in **Configuring report Suites, Properties, Libraries, Extensions, Data Elements and Rules.**
- Experienced and well versed with **Adobe Admin Console, Adobe Experience platform launch and Adobe DTM.**
- Experience in **website performance analysis and optimization for content and e-commerce sites.**
- Experience in **Cookie Consent Management integration** (Onetrust)
- Done a POC in **Mobile Analytics using Flurry Analytics**
- Exposure to **Search engine Optimization** activities.
- Experienced in **Analysis Workspace, Activity Map, Adobe Experience Cloud Debugger and Adobe Launch Switch.**
- Experienced in setting up **classifications ,Processing Rules and other admin tools, data feeds and analyzing raw.**
- Well versed with **publishing flow of Adobe Launch.**
- Proficient with the concepts of **Adobe Analytics Segments and Adobe Target Audiences.**
- Experience in **third party tag integration using using adobe launch (Demand Base, Marketo and Linkedin)**
- Experience in creating **A/B Test, Experience targeting, Multivariate testing using Adobe target and Analyzing the reports.**

Projects

Adobe analytics, google analytics and adobe target for a content website.

Role   **:** Developer
Period   **:** 2017 Aug - Present

Description   **:** Implementaton of Adobe analytics , Google Analytics and Adobe Target in the website for website optimization.
Responsibilities   **:**
- Leading the team, strictly adhering to Agile Methodologies.
- Involved in requirement gathering , implementation using DTM and Launch ,debugging and reporting and optimization .
- Created Target Activities based on client requirement.
- Created and maintained BRD,SDR and testing documents
- Handled tasks and updated the progress using JIRA.

Contact Info

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Skills

1. Adobe Analytics
  2016 Mar – Present (5 Yrs)
  ★★★★★

2. Adobe Target
  2018 Jan – Present (3 Yrs)
  ★★★★★

3. Google Analytics
  2017 Jan – Present (4 Yrs)
  ★★★★☆

4. Adobe DTM
  2016 Mar – Present (5 Yrs)
  ★★★★★

5. Adobe Launch
  2019 Jan – Present (2 Years)
  ★★★★★

5. JavaScript
  2016 Mar – Present (5 Years)
  ★★★☆☆

5. Power BI
  2020 Aug – Present (6 Months)
  ★★★☆☆

Adobe analytics for an e-commerce website.

Role   : Developer
Period   **:** 2016 March – 2017- July

Description   : Implementation of Adobe analytics to capture the online user activity for optimizing the website. Data collected using Adobe Analytics implementation served it's best to the optimization of the web site to trigger more conversions and revenue.

Responsibilities   **:**
- Involved in requirement gathering , implementation using Tealium ,debugging reporting and optimization .
- Created and maintained BRD,SDR and testing documents
- Handled tasks and updated the progress using JIRA.

Work History

Tata Consultancy Services
5 years

- **IT Analyst**
  Sep 2019 – Present (1 Year 6 Months)

- **System Engineer**
  Apr 2018 – Aug 2019 (1 Year 5 Months)

- **Assistant System Engineer**
  Mar 2016 – Mar 2018 (2 Years 1 Month)

Certifications

Adobe Certified Analytics Developer **Link**
The Adobe Certified Expert - Analytics Developer certification is the industry-recognized validation of one's proficiency in, and successful implementation of Adobe Analytics including Adobe Experience Platform Launch.

Adobe Certified Expert - Adobe Target Business Practitioner **Link**
The Adobe Certified Expert - Target Business Practitioner certification is the industry-recognized validation of one's proficiency in utilizing Adobe Target, using experiences, targeting and goals and settings for optimization.

Adobe Certified Master - Adobe Target Architect **Link**
The Adobe Certified Master - Target Architect certification is the industry-recognized validation of one's expertise in architecting, designing and implementing Target, integrating with Adobe solutions, administrating, across supported touch points, leveraging recommendations, and troubleshooting Target requests.

Education

Year	Course	Board / University
2011-2015	B.Tech (ECE)	CUSAT
2009-2011	Higher Secondary	Kerala Srate Board
2009	SSLC	Kerala Srate Board