

Development & Reporting Engineer, Analytics and Personalization

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PROFESSIONAL SUMMARY

Data Engineer with 5+ year of experience in Analytics and Personalization and I have hands-on experience in Adobe Data collection and Adobe Experience Platform. In addition, my knowledge of website functionalities has been instrumental in helping me gather business requirements and develop effective data collection strategies.

Technical Skills:

Adobe Technologies	Adobe Experience Platform, Adobe Data collection, Customer Journey Analytics, Adobe Analytics, Adobe Target, Event Forwarding
Google Technologies	Google Analytics, Google Tag Manager, Google Data Studio
Optimization Tools	Adobe Target classic, Google Optimizer - Basic
Tag Management Tools	Adobe Tags, GTM, Tealium
UI	JavaScript, jQuery, HTML, CSS
Visualization Tools	Customer Journey Analytics, Google Data Studio, Adobe Analytics
Programming Languages	Java, JavaScript, jQuery, Basics of Python

Work Experience

Technical Consultant

Adobe *March/2022 to Present*

Major Projects: T-Mobile, MGM Resorts, Emirates NBD, General Motors, Lenovo, Blackhawk Networks, Hazelden Betty Ford, NBC Universal Media, SKY UK, Massachusetts Financial Services, Canada Media Fund, HPE Partner Ready Portal.

Responsibilities:

- Strategy and Advisory on Data Collection Implementation and Migration on Adobe Analytics and Adobe Experience Platform.
- Technical specification Document Creation, Implementation of Rules, Data Elements, and validation.

- Audit Existing Adobe Analytics and Adobe Launch implementation to provide recommendations for Data collection using Adobe Health Dashboard and Observe point scan.
- Deck side coaching to client on Basics of Adobe Analytics and Adobe Launch
- Migrate Data collection process from Appmeasurement to Web SDK (alloy.js) and Mobile SDK to Edge SDK.
- Implementation of Data collection to Adobe Experience Platform and Adobe Analytics using Web SDK and Edge SDK.
- Usage of Adobe Analytics and Adobe Launch API 2.0 for Audit and Data Pull requests.
- Create Data views in CJA for customer-based Analysis.
- 3rd party client-side tags Implementation and Migration and server side using Event Forwarding
- In vehicle device application tracking, use case gathering, implementation and building the strategic on analysis.
- Debugging and detailing the root cause of the issue.

Analyst

TA Digital **March/2019 to March/2022**

Major Projects: Kemin, Bose, Aveva, Cadence, Garmon Chemicals, Vizio, OpenText, TA Digital.

Responsibilities:

- Requirement gathering, Development and Data Analysis.
- Adobe Analytics Implementation using Adobe Launch and Tealium.
- Google Analytics Implementation using Google Tag Manager.
- DTM to Launch Migration.
- Adobe Target A/B Test Experience creation and Report Analysis
- 3rd party Tags Migration from one Tag Manger to other.
- Segments and Calculated Metrics creation.
- Implement Classifications and Data Source for data Import.
- Configure Marketing Channel Processing rules based on channel priority.

Education:

- Bachelor of Technology in Computer Science Engineering from VNR VJIET, Hyderabad.

Achievements:

- Won Consultant of the Year – Thought Leadership 2023
- Won Gen AI hackathon ACS – Adobe 2023
- Received Consultant of the Quarter – Adobe 2023 Q1
- Nominated as Employee of the Year (people’s choice ACS) - Adobe 2023.
- Won Best Digital Booth Award for CJA – Adobe 2022.
- Won 3 Spot Awards for performance – TA Digital 2020,2021.

Certifications:

- Certified Adobe Analytics developer.
- Certified Adobe Analytics business practitioner.
- Certified Adobe Target business practitioner.
- Certified Google Data Analytics Professional Certificate.
- Certified Adobe Customer Journey Analytics developer.

Published Articles & Blogs:

- Adobe Web SDK for Acquisitions or Mergers [Blog](#).
- Unifying Insights: The Power of Metric Deduplication in Adobe Customer Journey Analytics - [Blog](#)
- Mastering Multinational Finances: Customer Journey Analytics Currency Conversion - [Blog](#).

Creative Problem-Solving:

- Library Builder - A tool helps to combine multiple Launch dev libraries and publish.
- Technical Specification Helper – A tool helps to create data Layer structures quickly.
- Tag Scanner Chrome Extension (Developer) - Adobe Tags Property Audit Tool.
- Call Tracking Metric (Developer) – Adobe Launch Extension helps in integration of CTM on website