**Chaitanya A mobile: 9986830125  
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14+ years of experience in Adobe Analytics, Google Analytics, Team management, Helping ecommerce business improve digital tracking, fixing tags and pixels. GTM and Adobe Launch. Managing team which is involved in digital analytics implementations.

**PROFESSIONAL EXPERIENCE :**

**Role : Web Analytics Manager**

**Company : Value Labs, Hyderabad (Remote)**

**Client : JCP Potraits & Life touch**

**Skills : Google analytics, Adobe analytics**

**Work Duration : Feb 2022 – 25th Nov’22.**

**Key Responsibilities:**

• Own and oversee the complete Web analytics related activities pertaining to strategy, design, execution, and reporting on JCP Potraits & Life touch

• Collaborate with business teams to understand and document reporting needs and/or requirements

• Define website KPIs, build out dashboards, report on traffic, engagement, and conversions, in order to drive web and business improvement.

• Manage and liaise with external agency for analytics implementation work related to Google Analytics and Tag Manager.

• Continuously audit the analytics setup for any anomalies related to data collection and advocate for data quality across global teams.

• Create solution design documents related to analytics integration with website and provide necessary support to developers.

• Test and validate implementations of or enhancements to Google Tag Managers, Google Analytics, the data layer, and GTM integrated solutions.

• Create reports and dashboards to track KPIs around acquisition, behaviour and conversion across multiple channels for global marketing teams

• Identify user pain points and contribute to development and execution of conversion rate optimization strategies.

• Keep abreast of latest developments & privacy policy especially around analytics and consent management platforms.

**Previous Experience :**

**Role : Delivery Manager- Digital Analytics,**

**Company : Mphasis, Bengaluru**

**Client : AIG Insurance**

**Skills: Google analytics, Adobe analytics**

**Work Duration : April 2020 – Jan 2022**

**Key Responsibilities:**

• Gained an in-depth understanding of client’s website architecture, online business model, and customer goals.

• Drove the strategy, design and execution of Google Analytics across the Insurance modules by engaging with various internal and client stakeholders.

• Identified the key touch points across the user journey and implemented necessary tracking mechanism to measure, report and analyse the user behaviour.

• Acted as a technical SME for analytics implementation and as a SPOC for any technical queries during the project lifecycle.

• Audited the existing analytics setup and chalked out a detailed gap analysis report to improve data collection and reporting across digital assets.

• Recommended best practices to optimally configure & setup Google Analytics across the web properties and liaised with the product, marketing and engineering team to implement the required changes.

• Created the implementation plan and deployed a digital dataLayer to gather key user interaction across the customer journey for effective analysis and reporting.

• Leveraged Google Tag Manager to setup the necessary tracking on the digital assets as per the implementation plan.

• Designed dashboards to answer key business questions related to user acquisition, campaigns, user behavior on the digital properties for marketing and product stakeholders.

**Company : Uohmac Technologies, Bengaluru**

**Role : Consultant- Digital Analytics**

**Client : Wipro,**

**Skills : SEO ,SEM ,PPC , Google analytics, ahref, semrush, wordpress**

**Work Duration: Feb 2014 – March 2020**

**Key Responsibilities:**

• Oversaw the Web Analytics SDLC pertaining to requirement gathering, user flow identification from wireframes, measurement framework and solution design reference creation, implementation and validation of the solution.

• Lead end to end strategy, design, implementation and reporting of analytics, marketing and advertising tags on multiple web platforms like Angular SPA, CMS & native HTML framework.

• Drafted Solution Design Reference (SDR) document to break down various KBRs into KPIs to be tracked using Google Analytics , Google Tag Manager , Adobe DTM.

• Configured marketing, analytics, voice of customer, session replay, A/B testing pixels, data layer, load rules in and Adobe Launch as per the business requirement and developed custom solutions using JavaScript/jQuery within the Tag Management System for tracking user behavior & journey.

• Created custom dimensions, metrics, funnels, segments, filters in Google Analytics and leveraging Data Studio & Adobe analytics for creating dashboards, monitoring and measuring customer journeys.

**Company : Randstad Global, Hyderabad.**

**Work Duration: June 2008 to Jan 2014.**

**Role : Analyst.**

**Skills : SEO ,SEM ,ADWORDS , Google analytics, ahref, semrush, wordpress.**

**Responsibilities:**

Digital Marketing Strategist with experience in Digital Strategy and Planning, Content Strategy and management, Social/ Web Analytics, Social media strategy.

**Key Highlights:**

* Design SEO strategies for client accounts
* Analyze websites and provide well defined technical and marketing strategies for search engine improvement
* Research targeted keywords as per client requirements
* Create and deliver written recommendations for SEO performance improvements
* Analyze website architecture, link structure, content etc.
* Optimize online marketing and search engine marketing programs for client accounts
* Implement on-page and off-page SEO recommendations for client accounts.
* Assist in the development of SEO standards
* Assist in the development of internal processes
* Monitor overall SEO program success and prepare reports as required
* Communicate internally with team members and supervisors on assign projects