

ROBERT SMITH

Digital Marketing Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Digital Marketing Analyst with around 5 years of experience in interpreting and analyzing data for driving business solutions. Excellent understanding of business operations and analytics tools for effective analyses of data.

CORE COMPETENCIES

HTML, JavaScript, HTML5, Java, SQL, CSS, Role Based Analytics & Consulting, Interpersonal, Team Player, Verbal, Problem Solving, Thought Leadership. Analytical Tools Adobe Analytics, Dynamic Tag Manager, Tealium, Google Tag Manager, Google Analytics, Adobe Target. Technical Tools Advanced Excel, Microsoft Office, Dreamweaver, Eclipse, Project Methodologies Agile, And Waterfall.

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst

AT & T - June 2015 – Present

Key Deliverables:

- Working on multiple web analytics projects involving end-to-end adobe analytics development, support, and testing and data analysis.
- Gathering business requirements and converting them from key performance indicators.
- Update the tech spec based on the business requirements and use Adobe analytics variables.
- Managing all Omniture tagging requirements, debugging, reporting and created weekly and monthly ppt reports for the management.
- Implementing Brightcove with Adobe analytics for video tracking on the site.
- Implementing search and promote to suggest and track merchandise and offers to customers based on their behavior.
- Managing the implementation, tracking, and measurement of social media ad campaigns targeted at specific audience segments for views, engagement, and follower campaigns on all key products.

Digital Analytics Consultant

Wipro - June 2013 – May 2015

Key Deliverables:

- Responsible to understand business requirements and system design documents to implement and test the tagging needs.
- Have used dynamic tag manager to implement third-party tags (double-click floodlight etc.), data layers and site functionalities.
- Target on adobe analytics such as create custom variables (EVARS, props, and events) to track the custom interaction with the site.

ROBERT SMITH

Digital Marketing Analyst

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

- Understand all aspects of Adobe analytics such as tags, s. Code, plug-ins, cookies, and server call types etc.
- Implementing tracking solutions using DTM product for high visible applications and master marketing profile integration for high customer faced applications.
- Designing reports, dashboards, and segments for targeted user Site Catalyst.
- Work with javascript to understand the structure of the page and write custom codes.

EDUCATION

- Bachelors - (Mechanical Engineering In Jawaharlal Nehru Technological University)