ROBERT SMITH

Project Lead/Consultant

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Project Lead/ Consultant with expertise in handling the engagements with varied service offerings like Web Analytics, Project Management Office, Maintenance and Support, Content Management System, Incident Management, Change Management and Intake Process Project metrics & SLA management Monitoring Team performance, Team handling, Mentor/coaching team on latest tools/technology and enabling knowledge sharing amongst team members.

JULY 2010 – PRESENT
PROJECT LEAD/CONSULTANT - ABC CORPORATION

- Creating SDR, tagging design documents and other standard documents for implementing SiteCatalyst on clients application/web sites.
- Meeting & discussing with business partner/stakeholders for developing the tagging design documents based on the business requirement document.
- Testing the reports by verifying the data collected using HTTP watch, firebug, adobe debugger, SiteCatalyst parser, etc on various test environments and also validating the test data under test report suites in SiteCatalyst UI.
- Creating report suits and managing the user access using SiteCatalyst admin console.
- Building multilevel segmentation and correlation reports using adobe discover.
- Providing meaningful insights and interpretation of data with actionable recommendations to improve the performance using adobe insights.
- Designing/creating the performance dashboards based on the business requirement on SiteCatalyst UI.

MARCH 2010 – JUNE 2010
PROJECT LEAD COORDINATOR - ABC CORPORATION

- Worked in Adobe SiteCatalyst & discover to pull the required data for business stakeholders.
- Generated & automate the daily, weekly and monthly marketing analytics reports using Adobe excellent.
- Developed and created key reporting approaches like heatmap, index calculations, etc.
- Worked closely with SAS modeling team to generate the models in finding the drivers of sales, revenue TMU, etc.
- Provided meaningful insights and interpretation of data with actionable recommendations to improve the performance.
- Set-up the automatic alerts based on the threshold and limit found through analysis of data and discussion with the business team.
- This is Dummy Description data, Replace with job description relevant to your

current role.

EDUCATION

B.E in Electrical And Electronic Engineering - 2000(Madras University - Chennai, Tamil Nadu)Bachelor's in Business Administration - 1998(Agra University - Agra, OK)Associates - (Lansing Community College)

SKILLS

Adobe SiteCatalyst, Discover, Insights, Test & Target, Data Warehouse, And Foglight. Design Tools Adobe Photoshop, Adobe Flash Database SQL Server, MS Access.