

CONTACT



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EDUCATION

Post Graduate Diploma in Management

IMT Ghaziabad - 2011 to 2013

Marketing & Technology



Bachelors in Engineering

Fr. CRIT - 2004 to 2008

Electronics & Telecommunication



ACCREDITATIONS

Digital Analytics Association

Certified Web Analyst
2018 - 2021



TOOLS

Eco Systems

Integrated Enterprise Solutions With
Adobe's Marketing Cloud
Google 360
Custom Mar-tech Stacks

Web Analytics

Adobe Analytics, Google Analytics,
IBM Core Metrics

Testing & Personalization

Adobe Target
Optimizely, Monetate

Data Management Platforms

Adobe Audience Manager
Google Audience Center

Tag Management

Google Tag Manager, Tealium,
Dynamic Tag Manager (Adobe)

Data Manipulation & Analytics

Python, Excel (VBA Expert), SQL

Databases

EDW – Teradata, Oracle MarketView



SUNDARESH IYER

DIGITAL & DATA CONSULTANT

PROFILE

I am a Management Graduate and an Engineer proficient in the collaborative ecosystem of Technology and Marketing. I have worked on different facets of marketing analytics; from managing digital analytics for global brand campaigns to developing personalization strategies through Website testing, interaction automation & Journey management. My experiences also lies in breaking down projects into measureable & business aligned tasks capable of actionable insight led course corrections through Design thinking methodologies.

EXPERIENCE

Senior Marketing Analyst

FedEx Express Ltd. / Oct 2016 – Present



Hired as the founder of a now 10 member strong team, I was tasked with developing thought leadership capabilities within the team to serve the digital transformational goals. We worked closely with multiple teams internationally to introduce data driven thinking, a Test & Learn approach towards marketing. This involved 3 key sub functions:

Digital Analysis & Insights:

- **Optimized** Global marketing campaigns; Measurement planning, **media tagging, data management, campaign optimization, Reporting.**
- Curated research & benchmarks on **Customer Journey**, marketing performance, **Funnel / flow / fall out / abandonment** path, visitor **profiling, behavioural** traits, **hypothesis** research.
- Developed **custom metrics to measure engagement and visitor propensities** for cross functional Campaign use across FedEx.

Personalization & Automation:

- Executed **A/B tests, Automated experiences on the website** to improve business metrics and provided a **data driven content review.**
- Defined and developed a **dashboard** to link efforts and investment in the personalization practice to **quantifiable incremental revenue.**

Data Analytics: Using Python

- Created **automated audience identification platform** by combining online + offline profiles to provide a single sources of customer insights.
- Developed **rated data analysis** for Online engagements & Email Interactions

Digital Evangelism:

- Administrator & **Product owner** of Adobe Analytics.
- Supported global marketing teams in **data management, insights & optimization techniques, automated reports, tag management**
- Provided **product trainings** and maintained the digital knowledge blog.
- Championed **design thinking** for project executions and implemented **productivity work flow** to track, maintain or action on hurdles.
- Presented the FY19 Personalization expansion plans to Global marketing heads at **World Headquarters – Memphis, TN USA.**

TOOLS

Mobile Analytics

■ Flurry Analytics, Localytics

Social Media Analytics

■ Radian 6, Sysomos, Adobe Social

Business Intelligence

■ Tableau BI, TIBCO Spotfire, Excel
■ Dashboards Using Visual Basic

UNPAID EXPERIENCES

Helped these start ups with Website Analytics set up, Affiliate & Email Marketing techniques, measurement, AdWords setup



SKILLS

Analytics & Digital Eco Systems

Proficient in strategies combining digital & offline data to create unified customer profile, inform marketing on campaign statistics and providing automated reports using eco systems of Adobe (Marketing Cloud) and Google (360 Suite)

Performance Optimization

Using online behavioural data, CRM/Transactional data integration to develop customer centric content, usability enhancements and dynamic ideas to improve customer experience and personalization.

Digital Marketing

Cross channel marketing driven by analytics intelligence. Constant testing and learning that provides optimization ideas across campaign lifecycle

Process Improvement & Design Thinking

Using online behavioural data, develop customer centric usability tests and ideas to improve experience and personalization.

OTHER INTERESTS

Professional Association
Diving Instructors
Advanced Open Water
Diver



EXPERIENCE

FedEx Express Ltd. / Oct 2016 – Present



Learning & Development:

- Conducted **Digital Analytics & Martech trainings**, Developed the Digital training module for the team.
- Assembled & Storyboarded a comprehensive training program involving **Pricing Analytics, Customer Analytics, Digital Analytics** for Employees

Received 2 Rising star awards and multiple quarterly recognitions for my contribution in Analytics and Management

Senior Associate – Retail Analytics

Cognizant Analytics / May 2013 – Sept 2016



Working for multiple clients from Retail, Entertainment, healthcare allowed me to access multiple data sets and cross pollinate insights for optimization. It also exposed me to the diverse landscape of digital and social tools & strategies that has formed into a key strength. The tasks I performed are:

- **Configuration:** Prepared data layer which mapped to corporate goal & defined the Analytics SDR for 3 clients.
- **Analysis:** Provided service to 3 companies in retail, entertainment & pharmaceutical. Performed digital analysis, Conversion optimization and reporting. Provided social analytics using listening tools and response automation tools to manage online reputation.
- **Customer Experience:** Collaborated with multiple data sets (Social segments, Engagement Scores, Content acceptance, website heat map) to enable personalized experiences and a lift in experience and CLTV
- **Business Development:** Created and managed collaterals (capability, sales pitch, execution plan, cost structure) all customized to each client based on industry and engagement volume.

Internship – Process Improvement

Deutsche Bank Operations / Apr 2012 – Jun 2012



I designed an employee portal that would work as a task manager aligned to goals specific to DBOI using a double diamond approach to split tasks, and a Kanban to maintain progress levels and responsibility matrix.

Systems Engineer – BFSI Technology

TATA Consultancy Services / Nov 2008 – May 2011



My first job was as a Quality Assurance Engineer for an Investment bank where I worked on the QA automation for different applications. I worked with VBA and tools like JIRA, HP-QTP. I was given the opportunity early on to be the onsite co-ordinator in Hong Kong for my project for 4 months before

- Developed end to end automation of the loan application reducing the time from 45 mins to >5 mins for a single test.
- Automation of tests, reporting, course corrections and final signoff. Onsite Co-ordinator.