

SUNDARESH IYER

MANAGER, ANALYTICS AND INSIGHTS

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Skills	Qualitative and Quantitative research techniques, Search optimization, Bid optimization, Marketing Mix Optimization, A/B testing, Experience Targeting, Audience Management and Segmentation, Customer Journey Personalization.
Programming	SQL (Good), Python (Good), Excel-VBA (Good), HTML & CSS (Novice)
Tools	Adobe Analytics, Google Analytics, Amplitude, Snowflake, AWS S3, Tableau, Power BI, Adobe Target, Audience Manager, Launch/DTM/GTM TMS systems, Optimizely, Salesforce Cloud applications, M365
Business Management	Agile Project Management, Cross-functional team leadership, Product Development Lifecycle, Communication & Presentations, Coaching & Mentoring, JIRA, Azure DevOps, Confluence

PROFESSIONAL SUMMARY

Experienced Analytics professional with 9 years of expertise in delivering actionable insights through market research, data analytics, and customer journey management. Proven track record of translating complex data into compelling stories that drive business decisions. Skilled in both qualitative and quantitative research methodologies, with a passion for understanding customer needs and behaviors. I have worked with a diverse set of industry leading companies like Microsoft, FedEx, Nissan Motors, Estee Lauder, Turner Broadcasting, J&J as both a Client and a Vendor.

WORK EXPERIENCE

Customer Analytics Manager

Mar 2023 – Apr 2024

Jobber - CA (remote)

- Managed customer segmentation and marketing channel attribution for performance and brand marketing divisions which included presenting executive status summaries, demand forecasting, hypothesis testing.
- Collaborated with Product management, marketing operations, data engineering and cloud ops to develop attribution, customer segmentation and subscription forecasting models and provide iterative feedback.
- Lead the migration from Mode to Tableau for all of marketing's reporting, delivering them before any other department did and responsible for more than \$20K in license cost savings.
- Lead the data integrity effort between Martech tools of Optimizely, Amplitude and Jobber's Data Platform

Product Owner – Marketing Cloud Apps

Feb 2021 – Mar 2023

Microsoft & Nissan Motors (contract) - CA (remote)

- Led product roadmaps on both Salesforce and Adobe's marketing clouds enabling marketing technology transformation in Experimentation, Targeting and CRM analytics.
- Adjusted product backlog to accommodate for new edge cases brought out by source data changes and provided solution design inputs on Snowflake and Tableau BI-layer saving more than \$30,000.

- Achieved 120% feature completion rate for enhancements, while prioritizing privacy, security, and service reliability by keeping a tight control on sprint planning and capacity orchestration.
- Drove the capture of compliance scenarios for 3rd party scripts on the entire platform saving at least 100+ Man hours of re-work due to GDPR guidelines.
- Managed entire project and product artifacts on DevOps project management environment.

Manager, Marketing Analytics

Sep 2019 – Nov 2020

FedEx - IN

- Lead a team of 8 analysts delivering analytics and BI for Global marketing teams. Hired Interns and trained them to get promoted in Associate Business Analyst Role.
- Initiated VOC analytics projects that focused on bringing call center data in marketing analytics through text mining that resulted in 5+ service digitalization opportunities.
- Grew the number of projects from 4 in starting of 2019 to 17 in 2020 end.
- Saved hiring 3 global resources through BI and reporting automation for APAC marketing.
- Developed strong ties with marketing teams to innovate on optimizations, automations, data standardization and use of data to improve budget utilization.

Senior Business Analyst

Sep 2016 – Aug 2019

FedEx - IN

- Delivered global projects using Adobe Analytics, Target, Audience manager, Salesforce Email studio, Journey builder, Internal data platforms and other technologies in the marketing stack.
- Controlled the entire analytics pipeline for the annually held Global awareness campaign and grant contest from planning, KPI synthesis, tagging, data management, analysis, spend and bid optimization, hypothesis testing (A/B..N), experience orchestration support & reporting.
- Co-partnering for Annual audit of analytics implementation across Fedex.com including redundancy management, nomenclature standardization, Cloud, and 3rd party application integrations.
- Evaluated and recommended marketing analytics stack between FedEx and TnT during merger and sat in the digital transformation technology steering committee.
- Collaborated with 10+ regional and department managers to develop customer journey automations that increased marketing reach by 40%, CTA by more than 18% and doubled reporting efficiencies.
- Developed Marketing Analytics, personalization & A/B testing training module for marketing leaders across 3 global regions and maintained a support channel for all queries.
- Regularly represented Marketing Intelligence at Global summits & Received 2 Rising Star Awards and 5 Bravo Zulu Awards.

Senior Associate

May 2013 – Aug 2016

Cognizant - IN

- Delivery of analytics to 2 clients in Luxury Retail, OTT Entertainment using Adobe Analytics, Google analytics, SQL on Oracle databases and VBA on Excel.
- Increased my capacity to take on 2 clients at a time along with business development for our practice. Received 100%+ performance bonus 2 years in a row.

Assistant Systems Engineer

Nov 2008 – May 2011

Tata Consultancy Services - IN

- 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.
- Automation of tests, reporting, course corrections and was the onsite co-ordinator for the team based in HK

- Developed end to end automation of the loan application reducing the time from 45 mins to >5 mins for a single test.

PROFESSIONAL CERTIFICATIONS

Behavioral Insights: Fundamentals University of British Columbia	2023
Product Management Brainstation	2023
Google Analytics Practitioner Google	2022
AEM Sites Business Practitioners Adobe Certified Expert	2021
Certified Web Analyst Digital Analytics Association	2018

EDUCATION

MBA in Marketing & Technology Institute of Management Technology, IN	2013
Bachelors in Electronics & Telecommunication Engineering Mumbai University, IN	2008

INTERESTS

Volunteering to build Community Infrastructure for the under privileged Rotary Ghatkopar W, IN	2018 - 2020
Volunteering for Ocean clean up ND Divers Semporna, MY	2019
Advanced Scuba Diver PADI	2016