# Bhavaya Tyagi

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## AI, ML, and VR - DATA MANAGEMENT, BUSINESS STRATEGY, AUDIENCE ANALYSIS ADTECH, MARTECH, ADTECH EXPERT, ANALYTICS, RT CDP, OPTIMIZER, AEM, AEP, SFMC, SFDC, ADOBE WORKFRONT, ADOBE FUSION

**AUDIENCE DEVELOPMENT | AD OPERATIONS | BUSINESS DEVELOPMENT | MEDIA ACTIVATION | ADTECH | LEADERSHIP | TEAM MANAGEMENT | DIGITAL STRATEGY | DATA ARCHITECTURE | MARTECH**

- **8+ years experience** with 100+ Cr. Revenue optimization using Analytics, Audience Manager, Adobe Target, and Campaign management tools of **Google, Adobe, and Salesforce CDP, Analytics, Adtech and Martech** Products.
- Managing Products and Implementation. Experience in using Adobe workfront, jira, Trello, Atlassian
- CDP / RT CDP / AEP / Adobe products / DX Solutions : Approx 10 Years
- Cross Functional Roles in Jagran, Times, IPG, Girnar, Samsung involving **Case Studies, Segmentation and Campaign Planning Creation, Data Management** of Data from External Partners, Management Campaign Delivery Targets and Plans
- Auto Shops, Austrian Ecommerce Industry, Electronics Ecommrce, FMCG
- **Adobe Analytics, Target, Launch and CDP/DMP Implementations**, **Revenue Goals Planing** based on Data and **Planned Architecture** and **Data Strategy, Pre Sales Goals** and **Data Strategy Targeting, Client Requirements Completion**
- Experience in handling international clients in **advertising, product, media, and other domains**
- Experience in Integrating architectures based on Adobe Analytics, CDP, DMP, Launch, Target and AJO
- Detailed Understanding of UX/UI, web content management, analytics, optimisation, personalisation, customer data platforms and eCommerce
- Managerial Experience in optimizing and leading Implementation of Adobe Experience Manager, Adobe Experience Platform (RTCDP, CJA, AJO), Adobe Commerce, Adobe Analytics, Adobe Campaign, Adobe Target and Adobe Workfront
- Detailed experience of working and managing **AI, ML, and VR data management projects across different companies.**
- Hands-on experience with one or more *Customer Data Platforms OR Data Management Platforms (AEP, Sitecore CDP, Tealium, Blueconic, Salesforce CDP OR Customer 360, OR Relay42)*.
- Revenue optimization and business **strategy experience in Adtech/Martech with media, agency,** and product-based organizations. Experience in delivering optimal results using ads platforms and **tools like GAM, Campaign Manager, SQL, and Pl-SQL programming.**
- Knowledge in CDP, DMP, Analytics, and Ad Tech Products such as **ComScore, Nielsen, Oracle, Salesforce.**
- Skills in website or publisher ads optimization, advertiser platforms, data analysis, and DMP platforms
- Ability to use **SQL and Pl-SQL** programming and databases to create reporting tools and visualization platforms.
- Experience in setting up, managing, and monitoring placements, tags, and pixels across platforms.
- Knowledge of **Lotme, Adobe, and Google Audience platforms**
- Experience in business strategy for Ad-tech and Martech Tools such as **Dataroma, Power BI, and Tableau**
- Created a simplified strategy of RPM and CPM for various platforms (GAM, Colombia, and Ads) to manage 120+ publishers' ad optimization revenue and analysis.
- Used **R Package (dygraphs, ggplot2, tidyquant, leaflet, ggmap)** to create CRM and reporting platforms for clients.

**Project Management and Work Management Experience**

Over the past 6+ years in the technology and digital project management space, I've developed deep expertise in designing and implementing scalable Adobe Workfront solutions for large, global organizations. My journey with Workfront began around five years ago, and since then, I've led several full-cycle implementations, bringing both technical and strategic value to enterprise-wide workflows.

**Solution Design & Architecture**

My core responsibility has been to architect and deliver Workfront solutions that are not just technically sound but also aligned with business objectives. For instance, while working with a Fortune 100 financial services client, I led the end-to-end redesign of their global marketing project intake system. The challenge was to streamline over 30 disconnected intake forms into a single dynamic Workfront custom form with conditional logic, automatically routing requests based on region, business unit, and complexity. I also

configured robust approval workflows and real-time reporting dashboards that significantly improved executive visibility and decision-making.

In another project with a leading consumer goods company, I integrated Workfront with Adobe Experience Manager (AEM), Jira, and ServiceNow using Workfront Fusion. The integration automated asset handoffs between marketing and IT teams and reduced manual follow-ups by over 60%. I also created advanced reports using text mode that consolidated performance metrics across campaigns and stakeholders.

### Stakeholder Collaboration & Consulting

A critical aspect of my role is collaborating with stakeholders across functions — from marketing ops and PMOs to IT and finance. I regularly conduct discovery workshops to understand pain points, challenge legacy processes, and co-design future-state workflows. One such example was with a European healthcare client where I facilitated cross-functional workshops to define their global project lifecycle and implemented a multi-stage approval process within Workfront, covering regulatory, creative, and compliance checkpoints.

My clients often look to me as a trusted advisor, and I prioritize establishing governance models, onboarding strategies, and center-of-excellence (CoE) structures that promote long-term adoption and scalability.

### Delivery & Governance

I have successfully delivered Workfront rollouts for clients operating in over 10 countries. My approach includes setting up scalable configurations, thorough UAT planning, and training programs tailored to diverse user groups. For example, in a recent implementation for a US-based tech firm, I designed a comprehensive enablement package — including training guides, onboarding videos, and process maps — which reduced the learning curve and boosted platform adoption by 45% in the first three months post-launch.

Governance is a key focus. I ensure security permissions, audit tracking, and compliance standards are embedded into the system from the ground up, especially when working with finance and regulated industries.

### Continuous Improvement

I maintain a proactive mindset by staying up to date with Adobe Workfront releases and best practices. I regularly conduct post-implementation reviews and user feedback sessions, translating insights into actionable enhancements. One notable improvement was introducing Fusion-based automation for a recurring resource allocation report that previously took three hours weekly to compile manually — now generated in under five minutes.

I also help clients explore and test new features such as Workfront Scenario Planner or new Fusion modules to unlock greater efficiency and scalability.

## ACHIEVEMENTS

- Achieved over 50 successful campaign executions resulting in 60-100+ crore revenue.
- Experienced in integrating 30+ data sources with unique tracking mechanisms for employer-friendly analytics.
- Managed 5000+ audience segments for international clients with 20+ renowned products.
- Launched over 100 campaigns for a variety of industries, including 25+ publishers, 3 product-based firms, 2 auto industries, and 3 consulting and agencies.
- Led and conducted 5-6 seminars and training sessions for analytics, CRM, data strategy, business strategy, Adobe Target, and DMP for both internal teams and clients.
- Created 1000+ Analytics Reports, Presentations, and Business/Data Strategies for clients and internal products.
- Achieved a 20% increase in leads for DMP campaign in Jagran through Display, Programmatic, and Network.
- Optimized audience resulted in a 10% traffic increment to Jagran New Media's website in one year.
- Managed and optimized online presence for various publishers and clients at M360, leading to a 20-35% increase.
- Best audience-based optimization on social, search, and display channels led to an increase in ads traffic for Girnasoft.
- Boosted revenue by 108% through analytics and optimization techniques for Samsung India at Cheil India.
- Achieved 5-10% higher lead generation for Girnarsoft and Kinesso IPG Mediabrands.
- Maximized revenue for publishers through various ads optimization options at Times Internet.
- Helped generate 10% higher leads via mobile and electronics campaigns for Samsung through the audience-based campaign.

## SUMMARY OF SKILLS

**An innovator and a progressive thinker with cross-functional experience acquired over the years with reputed business establishments, I possess specialized skills in :-**

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| Network/Direct Campaign Management, Online Reputation Management | Data Mining, Client Acquisition and Handling | Quantitative Analysis, Process Improvement | New Digital Initiatives, Sales Enablement |
| Advertising & Promotional Activities | Social Media and Website Optimization | Revenue-based Data-Driven Marketing | SQL, Pl-SQL |
| Online Digital Solutions | Relationship Management | Team Management | Competition Analysis, Performance Improvement |
| Data Analysis | Business Development | Data Science Tools and Strategies | Audience Platforms |

- Business Strategy, Consulting, Data Science (Analytics and DMP), and Ad Operations Platform Expert having excellent ability to develop solutions to meet brand objectives based on consumer insight and data automation.
- Develop PL-Sql procedures and scripts for data migration.
- Use DDL, DML, DCL, DQL, and T-SQL to develop and implement procedures and functions.
- Work experience of 1st, 2nd, and 3rd Party Data Platforms for Publishers and Product based websites
- Well-versed in providing support to business areas through data analysis and planning to facilitate decision-making and future strategies in any domain.
- experience in identifying timely and relevant markets and competitive insights, assessing market trends, and developing deep insights into opportunities and threats.

## Technical Skills

- BI, Marketing and Data Management, Amazon Cloud, ML AI Applications
- Ad Manager, DV360, Colombia Ads, Bluekai and Lotame
- Adobe, GA, Bing and Salesforce Platforms DMP( Implementation and Analysis) Oracle (Bluekai), Salesforce, GA
- Audience Center - W.r.t Analytics/Ad Manager and DV 360
- Tableau, Excel, and Advanced Data Migration and Visualization
- DMP, AD Platform, Ad Analysis Platform, E-commerce

## EDUCATIONAL CREDENTIALS

- B.Tech. (Major Computer Science and Electrical Hardware), 2014; B.P.I.T. (G.G.S.I.P.U.), Delhi, India
- 12th and 10th Grade (High School), 2010; V.V.D.A.V., Delhi, India

## PROFESSIONAL EXPERIENCE

**Comsense Consulting Pvt. Ltd.| Oct'24 -  Present**
*CDP, Analytics and Adtech/Martech - Consultant*

**comsense**
Bridging Technology & Business

- Ingested customer data from diverse sources including dealer shops, call centers, and the TVS App, handling data from over 30 million customers.
- Built a unified customer view using Identity Resolution (IDR) to centralize data and eliminate duplication.
- Designed and implemented Customer Insights (CI) to provide actionable insights into customer behavior and preferences.
- Created multiple customer segments tailored to specific client use cases using IDR and Insights, enhancing targeted marketing strategies.
- Improved customer satisfaction by streamlining customer interaction across multiple channels and touchpoints.
- Ensured seamless integration of data pipelines while maintaining high data quality and system reliability.
- Contributed to business decisions by leveraging advanced segmentation and insights for predictive analytics.
- ETL Expertise: Skilled in building and optimizing ETL pipelines for seamless data integration and high data quality.
- Data Modeling: Proficient in creating data models to support business needs and drive insights.

- Implemented data integration using Salesforce Data Cloud to centralize and manage customer data from Azure.
- Collaborated with cross-functional teams to design and execute end-to-end solutions for data ingestion,     transformation, and enrichment.
- Integrated Dbeaver (SQL client) to maintain data hygiene.
- Orchestrated the scheduling of data processing tasks to ensure seamless execution and proper sequencing of operations.
- Worked as a SFMC developer to plan data migration and system integration for seamlessly transitioning of data to SFMC.
- Implemented and managed Data extensions, ensuring accurate representation and utilization of customer data.
- Successfully deployed over 20+ intricate automation solutions, demonstrating proficiency in designing and executing complex automated processes.
- Oversaw the Customer Data Platform (CDP) to deliver tailored marketing campaigns, leveraging Identity Resolution to generate actionable insights, build audience segments, and activate data seamlessly across multiple platforms.
- Streamlined campaign monitoring processes, achieving a 50% reduction by implementing automation solutions such as SQL Activities, Data Extracts, and FTP integration.
- Crafted and created tailored Content Blocks, Pages and Emails using SSJS, AmpScript and APIs.
- Led optimization efforts across various platforms, including Salesforce Marketing Cloud (SFMC), Data Cloud (CDP), Marketing Cloud Intelligence (Datorama), and Marketing Cloud Account Engagement (Pardot).
- Created and streamlined intricate workflows and Journey Builder campaigns, enhancing efficiency and ensuring data consistency
- Contributed to the Web Development Taskforce by creating React.js-based websites for internal clients.
- Ensured seamless data flow between CDP and SFMC, streamlining operations across platforms.
- Facilitated smooth data transfer between the CDP and SFMC, enhancing operational efficiency across the platforms.
- Acquired industry-relevant development skills to broaden my expertise.
- Developed several web applications, such as an e-commerce site, a budget planner, and a food ordering system.
- Improved coding skills by participating in contests and challenges.
- Tech Stack: JAVA,HTML, CSS, JavaScript, React.JS, Node.JS, SQL..

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**Atlantic Automotive - Tarmac - Quikr India Pvt. Limited | Jul'23 - June'24**
*Account Director - CDP, Analytics and Martech*

- Considerable experience in Loyalty, CRM, and CDP in E-commerce / Retail Set-up
- Ability to quickly evaluate options, make decisions and execute within a high-paced environment with multiple stakeholders, and communicate the complexities of technical programs
- Ability to work independently take initiative, and possess strong motivational skills
- Strong time management skills and attention to detail
- Proficiency with information technologies in a secure network environment
- Expertise with personal computers in a secure network environment and Microsoft applications (Outlook, Word, Excel, Access, PowerPoint and SharePoint) or similar software
- Designing various API patterns and protocols, which involves security and understanding the difference between bespoke models vs. subscription models
- Cloud computing and experience in cloud architecture, cloud integration, and cloud storage management
- Architecture patterns such as Monolithic vs. Microservice Architecture vs 3 Tier Applications and  be able to develop and/or facilitate discussions related to Technical Architecture Solutions, Conceptual Architecture Designs
- Canonical Architecture designs and solutions
- Overseeing all aspects of DMP operations, including insights and audience profile reports and activation.
- Analyzing a client's website and troubleshooting tag implementation issues.
- Managing DMP and CDP projects from data collection to reporting and segmentation.
- Establishing processes with client IT and web development teams for tag deployment.
- Delegating and implementing third-party tags in the container tag

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**Cheil India Pvt. Ltd. (Samsung Group) | Jul'22 - Jul'23**
*Associate Account Director - DMP, Target, Analytics - Adtech and Martech, Business Strategy, Operations*

- Analyzing data to identify trends and insights that can be used to optimize campaign performance and improve ROI.
- Collaborating with cross-functional teams to develop and execute data-driven strategies that meet client goals and objectives.
- Building and leading a team of data analysts and other professionals to ensure that deliverables are completed on time and to a high standard.
- Developing and implementing processes and procedures that promote data accuracy, consistency, and completeness.
- Identifying opportunities to improve data collection, analysis, and reporting capabilities, and working with the team to implement solutions.
- Presenting data insights and recommendations to clients and internal stakeholders in a clear and concise manner.
- Monitoring industry trends and developments in data analysis and technology and incorporating new techniques and tools into the team's workflow as appropriate.
- Serve as the primary point of contact for the Samsung Group account, maintaining regular communication with key stakeholders and ensuring that client needs are met.
- Work with the client to understand their business objectives and develop effective media strategies that leverage Adobe Target, Audience/DMP, and Analytics
- Collaborate with internal teams to develop campaign briefs, ensuring that all relevant information is provided to guide the creative and media planning processes.
- Manage the execution of campaigns, working with media buying partners to ensure that campaigns are launched on time and on budget.

**Kinesso Pvt. Ltd., Mumbai/Australia | Jan'22 - Jul'22 [Contractual]**
*Assistant Manager - Adobe Audience Manager - Adtech and Martech (Audience Platforms)*

- Managing international clients from multiple countries including Japan, Australia, the USA, the UK, and Singapore.
- Communicating effectively with cross-functional teams to ensure project success and providing training when necessary.
- Ensuring data accuracy and quality through strong data partnerships, data governance, and a single view of the customer.
- Overseeing all aspects of DMP operations, including insights and audience profile reports and activation.
- Analyzing a client's website and troubleshooting tag implementation issues.
- Managing DMP and CDP projects from data collection to reporting and segmentation.
- Establishing processes with client IT and web development teams for tag deployment.
- Delegating and implementing third-party tags in the container tag.

**GIRNARSOFT PVT. LTD. NOIDA, INDIA | Sep'21 - Jan '22 [Contractual]**
*Deputy Manager - Audience Product, Network Platform, and Ad Operations*

- Manage and oversee all DMP operations and platforms.
- Develop and execute a data tagging strategy to collect data from internal and social media platforms.
- Ensure accurate data collection methods by implementing DMP and CDP tags on-site and performing QA tests.
- Facilitate the layering and sharing of DMP platforms.
- Categorize and deploy tags, behaviors, and audience segments for testing and implementation.
- Perform direct, programmatic, and network AD operations and audience tasks related to DMP platforms

**TIMES INTERNET, NOIDA, INDIA | Sep'20 - Sep'21**
*Sr. Officer 3 – Customer Success Engineer, Publisher Platform – M360, Colombia (Fintech, SAAS, Analytics, Ad-Tech Platforms, DMP)*

- Revenue and Ad optimization for all publishers across different domains.
- Planning, implementing, and managing effective training programs for publishers and clients to provide quick and favorable solutions to their queries.
- Increasing client revenue through effective ad design and management and resolving social media issues to enhance lead generation.

- Ensuring customer satisfaction and delivering value to clients through internal products.
- Continuously expanding account product usage through thoughtful onboarding, training, and workshops, leveraging data to identify gaps in user knowledge.

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**JAGRAN NEW MEDIA, DELHI, INDIA | Mar'18 - Sep'20**
*Sr. Executive Adops/Data Science (DMP, Analytics and Ad-tech Platforms)*

- Manages Google Ad Manager and Audience Management for Jagran New Media and its brands.
- Implements Data Science and Machine Learning concepts.
- Plans and implements Google Ad Manager Ads Data Modernization strategy and develops data management programs.
- Optimizes campaigns across multiple platforms, conduct technical QA, and troubleshoots issues.
- Creates reports and forecasting for clients and colleagues, provides sales support, and identifies opportunities to improve campaign performance.
- Monitors overall campaign delivery and team performance.
- Develop a data-driven Ad scale-up strategy with direct revenue implications.
- Analyzes social marketing products, network and direct ads, and related audience delivery.
- Synthesizes data from various sources to answer custom business questions.

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**SYSTOOLS, DELHI, INDIA | Dec'16 – Jan'18**
*Executive (Digital Marketing and Multi-Language Analytics)*


**CETPA INFOTECH, NOIDA, INDIA | Jan'15 – Dec'16 [Contractual]**
*Oracle DBA/Developer Trainer (Database and Management Tool)*