Malovika Roy ⭐ Featured

4+ years of experience in Google Analytics, Google Tag Manager, Adobe Analytics, Adobe Launch, Google Data Studio & SEO

Current Designation: Engineer- Web Analyst

Current Company: Mindtree Ltd

Current Location: Bengaluru / Bangalore

Pref. Location: Bengaluru / Bangalore,Chennai,Hyderabad

Functional Area: IT Software - Application Programming / Maintenance

Role: Software Developer

Industry: IT-Software/Software Services

Marital Status: Single/unmarried

Key Skills: Google Analytics,SEO Analyst,Digital Marketing,Social Media Marketing,Online Marketing,Keyword Research,Web Analytics,Google AdWords,SEO,SMM,PPC,Digital Campaigns,Marketing,Adobe Analytics,Team Management

Verified : **Email - id**

Total Experience: 4 Year(s) 3 Month(s)

Notice Period: 1 Month

Highest Degree: B.Tech/B.E. [Computers]

Last Active: 20-Jan-21   Last Modified: 20-Jan-21

Summary

Four (4) + years of experience in Google Analytics, Google Tag Manager ,Digital marketing, Adobe Analytics, Web Analytics & SEO.

Work Experience

Mindtree Ltd as Engineer- Web Analyst
Jul 2016 to Till Date

Google Analytics - Created new GA account for a specific
region to check the GA traffic for the top 8 sites of that region
using cross domain tracking feature. Perform GA clean up
activity by removing decommissioned sites and sites having
very less traffic
Web Analytics - Expertise in Google and Adobe Analytics for
collection, analysis and reporting of website data for
understanding and optimizing web usage to get better
insights on visitors behavior. Tag Management/Testing - Hands on experience with
Google Tag Manager, creation and management of code
snippets from centrally managed system. Also testing of tags
and events for the proper functioning. SEO - Keyword Research, On and Off Page optimization, creating Meta tags, H1
tags & Alt tags, white hat SEO
techniques for higher rankings in SERP and increase in
organic traffic. Good experience in various Web Analytics Tool like Adobe
Analytics and Google Analytics.

Convergys as Technical Engineer
Oct 2015 to Jun 2016

Responsible for handling the demands and solving the
technical glitch with the troubleshooting steps (Networking). Catering email client support to the customers worldwide.
Analyzing the problem area, trying to find the root cause of

the issue and providing appropriate information to solve the
problem.

Education

UG: **B.Tech/B.E. (Computers)** from **NATIONAL INSTITUTE OF TECHNOLOGY** in **2014**

Other Qualifications/Certifications/Programs:
Google analytics
Google tag manager

IT Skills

Skill Name	Version	Last Used	Experience
MS EXCEL MS OFFICE			
SQL Server		0	0 Year(s) 0 Month(s)
Google Analytics		0	0 Year(s) 0 Month(s)
Adobe Analytics		0	0 Year(s) 0 Month(s)

Languages Known

Language	Proficiency	Read	Write	Speak
English				
Hindi				
bengali				

Affirmative Action

Physically Challenged: No

Work Authorization

Job Type: Permanent
Employment Status: Full time