



REUBEN SAMUEL. A

DIGITAL MARKETING

IMPLEMENTATION SPECIALIST

SENIOR PROCESS EXECUTIVE | BUSINESS ANALYST

CONTACT

+91 8892563901

reubenantony1511@gmail.com

#2/1, 2nd Floor, VST RD.
Lingarajapuram, Bangalore 84

EDUCATION

2019 - 2022

BANGALORE UNIVERSITY
KRISTU JAYANTI COLLEGE

- Bachelor of Business Administration
- Percentage - 74.36

2017 - 2019

KARNATAKA PU BOARD
ST. JOSEPH'S INDIAN COLLEGE

- Percentage - 67.33

2016

HIGH SCHOOL DIPLOMA
INFANT JESUS HIGH SCHOOL

- Percentage - 70.24

LANGUAGES

- ENGLISH (Fluent)
- KANNADA (Fluent)
- TAMIL (Fluent)
- HINDI (Fluent)
- URDU (Intermediate)
- TELUGU (Basic)

PROFILE

I am a dedicated and detail-oriented Financial graduate currently specializing in Digital Marketing and aspiring to become an accomplished Business Analyst. I am looking to secure a strengthening job in the management or financial sector and I am flexible to work in any environment as required in an organization which will help me learn new skills and deliver my aptitude and strategic application of new approaches towards progress.

WORK EXPERIENCE

- COGNIZANT TECHNOLOGY SOLUTIONS CORP.** 2022 - PRESENT
Senior Process Executive
Joined Regalix as an agent and moved to CTS as a senior process executive holding 1 year of experience.
I work as an Implementation Specialist in helping advertisers to know the interaction of users on their Website, from various sources by implementing the tags on their Website.
- PRODUCTS THAT I DEAL WITH**
 - > Ads Conversion Tracking
 - > Ads Conversion Tracking Troubleshooting
 - > Google Analytics Set
 - > Google Analytics Troubleshooting
 - > Cross Domain Tracking
 - > E-commerce Tracking
 - > Enhanced Conversion
 - > Enhanced Conversion Troubleshooting
 - > Dynamic Remarketing

WHAT SETS ME APART?

In my current role, I have taken initiative to improve team communication, distribute reports, and exchange creative ideas. I maintain open communication with team members, provide support, and ensure tasks are completed on time. I follow procedures diligently, address client needs promptly, and provide necessary documentation. I am adaptable, work extra hours when needed, and demonstrate strong communication skills. I assess team strengths, assign tasks, and support colleagues when needed, contributing leadership skills to enhance team cohesion and productivity.

LEADERSHIP

COLLEGE CLUB ACTIVITY LEADER

2019 - 2022

KEY RESPONSIBILITIES:

- Organized Current Affairs activities & Knowledge sessions for the college programs
- Organized outreach activities and programs for students relating to S&W activity
- Organized music concerts and performances part of college culturals

ACTIVE PARTICIPATIONS

- Acumen - Intra Collegiate Fest (Kristu Jayanti College)
- Virtuouso - Intra Collegiate Fest (Kristu Jayanti College)
- Exodus - Intra Collegiate Fest (St. Joseph's College)
- Genesis - Intra Collegiate Fest (St. Joseph's College)
- Kannada Musical Play - Intra Collegeiate Fest
- Ethnic Day - Intra Collegiate Fest

AWARDS & ACHIEVEMENTS

- Photography Award 2016 - Best Photographer Top Talents Examination - State Level
- Science & Mathematics Examinations - School First
- Trinity School of Music London - Grade Examinations Intra College Fest
- Entrepreneurship - 2nd Place Bible Quiz at Church
- 2nd Place in DJ Competition
- 3rd Place in AICUF College Fest Times of India Quiz Participant

STRENGTHS & COMPUTING SKILLS

- Observation & Quick Learner
- Decision making, Problem Solving & Analytical
- Communication & Good Negotiator
- Multi-tasking, Team Player
- Musician, TV Production
- MS OFFICE APPS (Especially running Excel Sheets)
- PP & Hangouts
- Proficient in WIN & MAC OS
- Media Apps

CORE STRENGTHS

- Financial modeling and reporting
- Corporate Accounts
- Financial accounting
- Balance Sheet, P/L Statements
- GAAP Business Financial Models

REFERENCE

Mr. Jonathan Vishanth

TEAM LEAD - TECHNICAL SOLUTIONS TEAM

Cognizant Technology Solutions Corp

Phone: +91 81971 62367

Email: jvishanth@google.com