



# Suguna Kalimuthu

Google Tag Implementation Specialist

## Profile

Highly motivated Digital Marketing expert with extensive experience in Google Ads, Analytics, and Google Tag Management. Adept at multi-dimensional problem-solving, collaborating effectively, and driving impactful results. Possesses strong analytical skills, attention to detail, and a commitment to continuous growth. Seeking to leverage my skills in a challenging position.

## Work Experience

● August 2023 - PRESENT

Cognizant Technology Solutions | Bangalore, IN

### Senior Process Executive | Google Tag Implementation Specialist

- Recognized as a top performer of the Training batch 20
- Maintained a flawless quality record with no markdowns, client escalations, or DSAT incidents in the past 10 months at GTech.
- Expert in Ads Enhanced Conversion Tracking, Cross domain tracking, Analytics Ecommerce tracking, Ads conversion Tracking, Fix sitewide Tagging, Dynamic Remarketing, Troubleshooting conversions, Analytics event tracking
- Excelled with Proficiency in Google Ads, Analytics and Tag Management and consistent 100% in Customer Satisfaction surveys, assisted the team with process knowledge.
- Currently ongoing training for HTML, CSS and Javascript to upskill in the field
- Confidently managed intricate tag implementations and data integrations across platforms and performed difficult tasks with ease

## Contact

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[Linkedin Profile](#)

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4th B Cross, BEML Layout,  
Battarahalli, TC Palya,  
Bangalore-560036

## Education

- **Anna University**  
*Bachelor of Engineering*  
Completed in 2020
- **St. Joseph's Matriculation Hr Sec School**  
*Higher Secondary*  
Completed in 2011

## Skill

- Search Engine Optimization
- Quality Analysis and Design
- Team and Project Management
- Training and SOP Documentation
- Subject Matter Expertise
- Data reporting
- Google Workspace
- Microsoft Workspace
- Google Ads
- Google Analytics
- Google Tag Manager
- Google My Business
- Google Marketing Platforms
- Digital Marketing
- Content Management System
- Critical thinking
- Aptitude and Problem Solving
- Active Listening
- Effective Communication skills
- Workforce Management
- \*HTML, CSS and Javascript



## Achievements

- Top Internal Auditor for ISO Certification in 2023 -Avanze Group
- Streamlined a process to
- Achieved a flawless quality record with zero markdowns, client escalations, or DSAT incidents over the past 10 months at GTech.
- Top Performer of Training Batch 20 - Gtech BLR
- Trained 26+ professionals
- Quality, SOP streamlining and process workflow design for 10+ clients



## Awards and Certifications

- Fundamentals of Digital Marketing
- Google Ads Certification
- Google Analytics Certification
- Google Ads Measurement Certification
- Google Tag Manager Certification
- SEO Expert
- Google My Business
- Top Candidate of the training batch for Google Tag Manager Project GTech
- Internal Auditor for ISO Certification
- Top Performer of the batch



## Languages Known

- English | Fluent
- Tamil | Proficient

March 2021 – June 2023

Avanze Technologies India Pvt Limited | Bangalore, IN

### Senior Process Executive | US Mortgage and RE Transaction Coordinator, Closing Specialist

- Directly reported to the President and Vice President, providing strategic insights and updates.
- Implemented extreme measures to save a project on the verge of closing down with minimal experience of 2 months in the process.
- Trained 26+ team members and prepared project SOPs for newly onboarded projects.
- Designed process workflow, Developed and delivered training programs that enhanced operational efficiency and client satisfaction.
- Collaborated with top vendors in the US mortgage industry and onboarded 10+ business clients during my tenure.
- Managed meticulous verification of title documents and ensured regulatory compliance in US mortgage transactions.
- Coordinated closing procedures, prepared settlement statements, and facilitated smooth client onboarding and transitions.

September 2017 – October 2018

First Advantage Global Operating Center | Bangalore, IN

### Operations Analyst | Criminal Background Verification Specialist

- Led the end-to-end process for criminal background checks, ensuring accuracy and compliance with legal standards.
- Efficiently handled the assignment and monitoring of tasks within the team, ensuring timely completion of verifications.
- Provided regular updates and detailed reports on the progress and outcomes of background checks to both clients and upper management, ensuring transparency and trust.
- Implemented follow-up protocols to track and expedite pending verification requests, minimizing delays and ensuring client satisfaction.