



SUMEET SINGH

Digital Analytics Expert | Brand Sponsorship Strategist | Enhancing Decision-Making with Data | Expert in Social Media and Campaign Insights | Marketing Measurement & Analytics Specialist



Jaipur, Rajasthan



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[Sumeet Singh](#)

Digital Consulting Specialist with 7+ years of experience delivering data-driven strategies across Insurance, Pharma, and E-commerce sectors. Proven track record in transforming customer and web analytics into actionable business intelligence. Adept in GA4 implementation, tag management, digital performance optimization, and strategic brand positioning through digital media and sponsorship analytics.

ANALYTICAL SKILLS AND TOOLS:

Google Analytics	■ ■ ■ ■ ■
Google Tag Management	■ ■ ■ ■ ■
Adobe Analytics	■ ■ ■ ■ ■
Piano Analytics	■ ■ ■ ■ ■
SEMrush	■ ■ ■ ■ ■
Looker Studio	■ ■ ■ ■ ■
Power BI	■ ■ ■ ■ ■
Tableau	■ ■ ■ ■ ■
Google Sheet	■ ■ ■ ■ ■
Google/Meta Ads	■ ■ ■ ■ ■
Hootsuite	■ ■ ■ ■ ■
MS PowerPoint	■ ■ ■ ■ ■
Python	■ ■ ■ ■ ■
Campaign Manager	■ ■ ■ ■ ■

EDUCATION:

Strategies of Digital Marketing –
IIM Indore
2022

MBA Marketing – JNU Jaipur
2018 – 65%

BHMCT – JNU Jaipur
2017 – 73%

PROFESSIONAL EXPERIENCE:

• Consultant – AXA Global Business Services (GBS)

Sep 2022 – Current

- Develop Google Analytics 4 (GA4) implementation and customization strategies as per the business objectives
- Website end to end tracking with analytics and web user journey optimization with consent management
- Customer data journey mapping and behavioural segmentation
- Digital marketing analytics across multi-channel campaigns
- Stakeholder & marketing team collaboration strategic planning
- Dashboard creation & data visualization for executive reporting (e.g., Looker Studio, Tableau)
- Technical whitepapers on Analytics & Marketing
- Conduct competitive benchmarking and social media profiling to support strategic decision-making for global marketing teams.
- Sponsorship & brand impact analysis using global social media signals
- MMM data collection and screening for the yearly business dashboards.

• Associate Consultant - ATCS Inc.

Aug 2019 – Sep 2022

- Universal analytics management for website and source data to design customer journeys.
- Involved in strategic and intelligent analytics, demographic insights, competition benchmarking, brand keyword monitoring and competition analysis, campaign strategy/monitoring, influencer mapping, content strategies, search behavior, real-time monitoring driving strategic and analytical innovation in the existing reporting
- Utilizing data analytics and research to deliver business solutions based on web analytics and digital footprints
- Monitoring social media conversations using tools listening and analytical tools
- Providing end-to-end client services, assisting in project deliverables, managing workflow and conducting team trainings

PERSONAL INFORMATION:

Permanent Residence: Alwar
(Rajasthan)

DOB: 07/11/1994

Languages Known: English and
Hindi

PROFESSIONAL ACHIEVEMENTS:

Analytics & Data Strategy

- Spearheaded GA4 migration across website, enabling enhanced cross-domain tracking and increasing data accuracy by 30%.
- Designed and implemented a comprehensive event tracking framework using GTM, boosting customer funnel visibility by 60%.
- Automated executive dashboards in Looker Studio, reducing manual reporting time by 75% and enabling faster decision-making.

Marketing, Social & Sponsorship Analytics

- Benchmarked brand and competitor assets, improving communication negotiations by 25%.
- Presented sponsorship analytics to C-suite, enhancing planning quality by 10%.
- Trained junior analysts, reducing onboarding time and boosting team efficiency by 50%.
- Led digital sponsorship tracking across social platforms, ensuring brand guideline compliance.
- Enabled real-time monitoring of campaign activities, improving governance and visibility.
- Aligned marketing plans with performance insights to uncover new market opportunities.

CORE COMPETENCIES

- **Web & App Analytics:** Google Analytics 4 (GA4), Adobe Analytics.
- **Tag Management:** Google Tag Manager (GTM), Custom Event Tracking
- **Consent Management:** OneTrust and CookieBot
- **Customer Journey Mapping:** Funnel Analysis, Behavioural Segmentation, UX Optimization
- **Data Visualization & Reporting:** Looker Studio, Power BI, Excel Dashboards

• **Assistant Manager (National Retail) – QDegrees Services**

June 2018 – Dec 2019

- Handled a team of 15+ quality auditors/ SMEs to carry out various field projects related to mystery & informed audits catering to enhance customer experience & process improvement
- Worked with clients like Amazon India, Cure Fit, Hometown & Central
- Team Lead for Field Audits of Amazon Seller Services – India for seller transformation & assessment recommendations
- Worked for Eat.fit (a subsidiary chain of Cure.fit) for handling the planning, execution, training and quality control for food quality – hygiene audits in various outlets PAN India
- Worked for clients like Hometown and Royal Oak as a furniture mystery shopper for gauging the real time experience of a customer through process audits followed by benchmarking study
- Executed and handled POC for DCB bank as a mystery auditor
- Worked on customer retention projects for Easyday and Reliance Fresh
- Worked on various POC projects for clients like Wow Momos & provided operational, quality & people recommendations for better customer experience
- Executed projects related to Mystery Audits, Informed Centre Audits, Benchmarking studies, Customer journey & experience studies

• **Internships:**

- Completed a project from Hotel Radisson Blue Dwarka, New Delhi in Sales and Marketing Department and worked on a comparative analysis project which evaluated survey based insights, market value, customer offerings, and customer relationship. Also, evaluated the business performance for the last 2 years.
- Completed a project from J.W.Marriot, Chandigarh in respected departments and performed quality audits, cross-billing, customer handling and training.
- Achieved various positions in various cultural & technical competitions

- **SEO & Website Insights:** Google Search Console, SEMrush, Page Speed Insights
- **Stakeholder Communication:** Data Storytelling, Executive Reporting, Cross-functional Collaboration
- **Performance Marketing Analytics:** Google Ads, Meta Ads, LinkedIn Ads
- **Social Media Intelligence:** Social Listening, Competitive Benchmarking, Sponsorship ROI
- **Conversion Rate Optimization:** A/B Testing, Heatmaps (Microsoft Clarity), User Flow Analysis