

Adarsh Tank

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Surat, Gujarat

Summary

Results-oriented Adobe Analytics Developer with over two years of experience in designing, implementing, and optimizing analytics solutions. Adept at leveraging Adobe Analytics to deliver actionable insights and drive strategic decision-making through comprehensive data analysis. Proven expertise in configuring tracking codes, developing custom reports, and integrating with other Adobe Experience Cloud tools to enhance data accuracy and business performance.

Strong analytical skills with a focus on creating advanced segmentation, custom variables, and event tracking to support marketing initiatives and improve user engagement. Effective communicator with a track record of collaborating with cross-functional teams to align analytics strategies with business goals and achieve measurable results.

Experience

Adobe Analytics Developer

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01/2023 - Present

Experienced in utilizing Adobe Analytics to implement tracking codes, create custom reports, and analyze web and app data to support strategic decision-making.

Implemented and customized Adobe Analytics tracking solutions using JavaScript, HTML, and other web technologies to enhance system integration.

Generated custom dashboards, visualizations, and reports using Adobe Analytics tools. Empower data-driven decision-making by providing actionable insights.

Ensured data tracking and analytics adhered to GDPR and CCPA compliance, implementing privacy regulations and best practices.

Uses Adobe Target for creating and managing customized content experiences, segmenting audiences, and implementing data-driven strategies that enhance customer journeys and drive business growth.

Skills

HTML, CSS, JavaScript, Microsoft Powerpoint, Microsoft Word, Microsoft Office, Adobe Analytics, Tealium, Google tag manager, Google Analytics, Adobe Launch, adobe analytic developer

Education

Information Technology

Sarvajanik College of engineering and technology • Vadodara, Gujarat

05/2022

Languages

English, Hindi, Gujarati

Certificates

Google tag manager, Adobe analytics, Google Analytics, Tealium Basic IQ, Tealium Audience Stream, Tealium Event stream

