

PRITAMSING RAJPUT

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Summary

Tech-Savvy Digital Strategist Lead: Immediate Joiner- Pune

Highly motivated Senior Application Analyst with extensive experience in Digital Marketing, IT application support, incident management. Proven ability to:

- Managed complex IT projects to optimize application performance and align with business goals.
 - Led and mentored a high-performing digital marketing team, fostering a collaborative environment that delivered successful campaigns and web promotions.
 - Ensured operational excellence by implementing best practices in IT service delivery and incident management.
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Key Skills

Digital Marketing, Business Intelligence, Data Analytics:

- **Data Analytics & Visualization:** Microsoft Power BI, Tableau, ETL, MIS Reporting
- **Web Analytics:** Google Analytics, Bing Webmaster Tools
- **AI Technologies:** ChatGPT, GEMINI, Co-Pilot
- **Digital Marketing, CMS & Web Analytics:** SEO, SEM, SMO, Lead Generation, Email Marketing, CMS, WordPress, AEM content authoring
- **Web Design Experience, Technical Proficiency & Scripting:** HTML, CSS, Bootstrap (Basic), MySQL
- **Team Management & Leadership:**
Coached and mentored team members, providing performance evaluations and fostering an environment conducive to employee growth.
- **Customer Communication / Customer Service:**
Acted as the primary liaison for customer communication and coordination for two accounts and 3rd Party vendors. Successfully collaborated with clients across North America, Central and Eastern Europe

Application /Production Support / Incident Management:

- **Application Monitoring:** Grafana, Icinga, Prometheus, Splunk, WebLogic, New Relic
- **Project Management:** Implemented and monitored SLI, SLO and SLA to maintain service quality and meet business objectives.
- **Tools Proficiency:** BMC Remedy, Jira, ServiceNow, GTS, TMS, BillOps, Dart, TOMS UI
- **Technical Support & Incident Management:**
Managed incidents from Severity 1 to 5, including fallout recovery and Root Cause Analysis (RCA).
- **Ticket & Report Management:**
Handled ticket creation, follow-ups and daily reporting. Managed documentation, knowledge articles and data extraction from SQL.
- **Shift & Escalation Management:**
Managed 24/7 shift work, including rostering and serving as a SPOC during major outages, especially during night shifts, weekends and holidays.

Education

- Bachelor in Computer Science & Engineering, Shivaji University Kolhapur, 61.28%
- Diploma in Computer Science & Engineering, M.S.B.T.E. Mumbai, 60.00%

Certificates

- Microsoft - Basic to Advanced Power BI Certificate
- Basic to Advanced Tableau Dashboard
- Basic to Advanced SQL
- Microsoft - Basic to Advanced PowerPoint
- Online Marketing Foundations

Work Experience

1. Senior Application Analyst (2 Years)

Netcracker Technology Ltd, Pune

March 2022 – March 2024

- Application Monitoring and Maintenance for multiple clients using Grafana
- Coordinated with peers, onshore teams and stakeholders to ensure predictable and reliable delivery.

- Supporting production deployment by arranging calls, involving required personnel and ensuring deployment completion; monitoring applications pre- and post-deployment.
- Incident Management, monitoring server applications, performance, supporting change/release, Root Cause Analysis (RCA) and monitoring cron-generated reports.

2. Digital Marketing Manager (2.3 Years)

Inniti Alliance Pvt Ltd, Pune

Sept 2019 - Dec 2021

- As a **Team Lead for Digital Marketing** - Managed corporate website content & promotion with B2B digital marketing experience.
- **Cross-team coordination** with web developers for optimization and issue resolution, task allotment and problem-solving.
- **Guided marketing staff** on a social media content-sharing schedule that resulted in a 50% increase in follower count.
- **KPI reporting** using Google Analytics, Microsoft Bing Webmaster Tools, Tag Manager and WordPress.
- Increased leads by 55%, YOY results: increased visits by 113% and new visitors by 117%.
- Generated 209% uplift in organic traffic to the website in 2 years.
- Understanding of the UX/UI aspects in the marketing funnel.
- **SEO-friendly web delivery**, keyword ranking, on-page optimization, page speed, page performance dashboards and several business reports.
- Conducted **email campaigning** to target high volume and generate unique visitors.
- Improved conversion rate using strategized marketing techniques, A/B testing and performance tuning of web-based applications.
- Performed GUI, usability and performance testing for web-based applications and CRM tool management.
- Promoted social media optimization on LinkedIn, Twitter, Facebook, press releases and blogging and inbound and outbound lead call monitoring and reporting.

3. Senior Business Analyst (9.2 Years)

eClerx Services Limited, Pune

Jul 2010 - Sept 2019

- Managed website content & promotion and provided **technical support for corporate and e-commerce sites like dell.com**.
 - Created and updated e-commerce portal system web pages globally and tested them on stage/pre-deploy environments before going live, ensuring entire web applications run properly.
 - Experienced in localization and web publishing, CMS, TMS integrations, translation management tools (SDL), quality workflow tools and web asset management.
 - Collaborated with content owners, publishing and web developers to maintain web standards.
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