Akshay Jain

C26, Aakriti Gardens, Nehru Nagar, Bhopal MP
+91-9691256760
iamakshay04@gmail.com
https://in.linkedin.com/in/akshay004
https://azzzey5.github.io/

With 8+ years of experience spanning start-ups to global enterprises, I specialize in Adobe Analytics, automation, and data-driven solutions. I have led cross-functional teams, delivering advanced reporting strategies, tagging plans, and optimization solutions that align with client KPIs and business goals. From frontend development to leading analytics service teams, I continuously upskill to stay ahead of industry trends. My expertise lies in driving innovation, improving efficiency, and delivering high-quality solutions that create measurable value for clients.

Experience

NOVEMBER 2024 – PRESENT

Analytics Delivery Lead(Adobe Analytics & Technology Services)/Plan.NET TechNest India, Mumbai, India

- Lead the development and execution of strategic initiatives in collaboration with leadership teams to ensure alignment of analytics and technology solutions with client goals and market demands.
- Spearhead the innovation and automation team, developing in-house solutions that optimize project delivery, reduce costs, and save time and effort for both clients and internal teams.
- Drive continuous improvement and maintain a competitive edge by leveraging emerging industry trends and cutting-edge technologies, ensuring the team delivers high-quality, future-ready solutions.
- Oversee cross-functional team collaboration across multiple disciplines (data engineering, Adobe Target, reporting, quality assurance), ensuring cohesive project execution and client satisfaction.
- Manage and mentor a team of 25 consultants, guiding resource allocation, professional development, and fostering a culture of high performance and collaboration.
- Facilitate strong communication with the onsite team in Germany, track key performance metrics, and ensure consistent quality in service delivery across multiple regions.

TOOLS AND SERVICES: ADOBE ANALYTICS, ADOBE LAUNCH, OBSERVEPOINT, COLUMBO, CHARLES, JIRA AND CONFLUENCE.

JUNE 2021 – OCTOBER 2024

Senior Consultant/Plan.NET TechNest India, Mumbai, India

- Lead the design, implementation, and optimization of Adobe Analytics solutions for global clients, focusing on scalable architecture, data accuracy, and advanced reporting strategies across multiple digital platforms.
- Configure and deploy custom Adobe Analytics implementations, ensuring best practices in data collection, tagging, and reporting are followed across various regions and digital properties.
- Collaborate with cross-functional teams (development, marketing, business intelligence) to align analytics strategies with business goals and technical requirements, ensuring seamless integration with digital ecosystems.
- Manage end-to-end deployment processes, from requirements gathering and system design to troubleshooting, performance tuning, and post-launch optimization.
- Mentor and guide junior consultants, ensuring the timely delivery of projects and adherence to established KPIs, while fostering knowledge sharing and skill development within the team.
- Develop automation tools to standardize analytics configurations, significantly reducing manual processes and minimizing operational costs, while improving reporting accuracy and data consistency.

- Deliver technical recommendations and solutions to enhance the performance of analytics infrastructure, driving continuous improvement and innovation.
- Achieve significant cost savings through strategic automation, with savings of €200,000+ in 2021 & 2022 and €450,000+ till 2024, by optimizing processes and reducing manual overhead.

Tools and Services: Adobe Analytics, Adobe Launch, Observepoint, Columbo, Charles, JIRA and Confluence.

SEPTEMBER 2018 – JUNE 2021
Senior Web Analytics Consultant/Accenture, Mumbai, India

- Proven abilities to consult with partners to gather business requirements, then translate those requirements into measurable goals and objectives.
- Leading the tag governance using automated web scenarios and audits to find the defect into the implementation.
- Working closely with cross-functional teams (developers, clients etc.) to implement new tracking tags and reporting to meet goals.
- Weekly reporting to clients with the anomalies found on the components.
- Proactively identifying opportunities and making recommendations to improve website effectiveness by drilling into data in order to further profitability and growth.
- Creating hypothesis, highlighting UI bugs on the website architecture to increase the website performance and interactives.
- Implementing third party tags using Adobe Launch.

Tools and Services: Adobe Analytics, Adobe Launch, Observepoint, Columbo, Charles, JIRA and Confluence.

FEBRUARY 2018 – AUGUST 2018
Product Engineer: Frontend/Finly(Jouska Tech), Bangalore, India

- Consulting with the co-founder to gain the business and technical requirement and modelling the product architecture.
- Interacting with the backend engineers to gain the clean and perfect API data to be populated over the User Interface using Backbone JS.
- Creating intuitive, simple and modern charts to present the visualize the data on User Interface using Google Charts and Charts JS.
- Handling the client requirements for new development into existing tool.
- Creating a perfect User Interface landing pages for campaign user to gain the leads.

Tools and Resources: HTML, CSS, Javascript, Backbone JS, Handlebars, Rubymine, Sublime Text, Bitbucket, Google Charts and Charts JS.

OCTOBER 2016 – DECEMBER 2017
Co-Content Creator/Turban Trap, Bhopal & Delhi, India

- Communication and collaboration with music artists.
- Bringing on the new ideas to increase the reach on various platform.
- Creating visualizer for the music and uploading the music video on various platform.

Tools and Resources: Adobe Photoshop, Adobe After Effects and Adobe Premiere Pro.

DECEMBER 2015 – SEPETEMBER 2016
Frontend Developer/Frugal Testing, Hyderabad, India

- Analyzing the competitive landscape and challenges to resolve those from our product.
- Creating the basic architecture of the web application using HTML, CSS, JS and jQuery.
- Upgrading the web app by adding a dashboard to show the real-time reports to the user.
- Designing campaign emails and landing pages for new customers.
- Designing the banners, cards and standees to showcase in startup conferences.
- Actively pitching the product to other business leaders at startup conferences.

Tools and Resources: HTML, CSS, Javascript, jQuery, Sublime, Google Charts, Highcharts, Adobe Photoshop, Adobe Premier Pro, Adobe After Effects.

Certifications

• Adobe Analytics Architect Master – AD0-E207

Education

JUNE 2015

Bachelor of Engineering/Rajiv Gandhi Technical University, Bhopal, India

APRIL 2011

Intermediate/Sharda Vidya Mandir, Bhopal, India

Activities

Travel • Cricket • Football • Athletics