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**Objective:**

To obtain a challenging awarding and position in Digital Analytics and Digital Marketing with an established track record where my skills, abilities, and technical abilities a team-oriented environment. Statically Minded Tag Management Expert capable of working independently and also capable of the leading team.

**Working Experience:**

I have 9.8 Years of experience as a Sr. Digital Analytics in “XERAGO E-BIZ SERVICES PRIVATE LIMITED”.

**Role as a developer:**

**3 Years of Experience in Sr.Project Web developer:**

- ❖ Coding as per W3C Standards with HTML/HTML5, CSS/CSS3, JavaScript, jQuery, designing templates & creating DCT phrases/ COPY/CONFIG/ CMLINK/RULE Content types are being used to maintain on the content on the website.

**5 Years of experience in Sr.Team Lead in Web Development:**

- ❖ Developing Cross-browser compatibility Web Pages based on the client requirement using HTML, and JavaScript with developing Responsive web designs, and form validations.
- ❖ If have any issues in tracking data or customer complaints, performance, web pages issues, form submissions issues all need to be checked, fixed, analyzing and providing solutions to overcome the issues in future not repeated again

**1.8 Year's of Experience in Sr. Analytics Project Details:**

- ❖ Setting up Site Catalyst on newly created pages, Form pages through Adobe Launch.
- ❖ Doing Post-Login Page Tagging implementation in each month release and supporting on weekend when page is on Live.
- ❖ Implementing tag for Single Page Application by using Data Layer and Input fields implementing in Page.
- ❖ Implementing Third Party Retargeting and Conversion pixels (viz. DoubleClick, AdWords, Facebook, Twitter, LinkedIn etc.) through Adobe Launch.
- ❖ Creating Instruction Document to developers for page-level implementation.

- ❖ Making Weekly status call with client.
- ❖ Built the strategy to implement Adobe Target through Adobe Launch for both Website.
- ❖ Implemented various Adobe Target Activities such as A/B Testing, Experience Targeting.
- ❖ Built the strategy to implement Google Tag Manager for Website.
- ❖ Implemented capturing Products and its quantity & price in each step and 3rd Party Media Pixel.
- ❖ Using Data Layer Concept to capturing values from page-level via GTM.

## **Project Summary**

- ❖ Extensive experience with analysis, development and implementation of web applications using Adobe Launch, Ensignten, Adobe Sitecatalyst, Matomo, Google Tag Manager(GTM), Adobe Target.
- ❖ Omniture SiteCatalyst tagging implementation for multiple websites, testing and data validation. Omniture Sitecatalyst variable planning including eVars, props and events.
- ❖ Expertise in Implementation of Third Party Retargeting and Remarketing Tags such as Google Display Network tags, Facebook pixels, Floodlight tags through Tag Manager Tool as said in above.
- ❖ Good knowledge on Client based techniques such as JavaScript and JQuery.
- ❖ Responsible for responsive Salesforce mailer creations, responsive web page cross-browser compatibility creation, coding as per W3C standards, Drupal widgets
- ❖ Creation of DCRs, DCT, and for DCR's validation, responsible for Analysis, Grouping of web pages before the development phase, involved in components, layouts.

## **Technical Skills:**

### **Analytics Tool:**

- ❖ Adobe Experience Cloud [Launch, Analytics and Target], Google Tag Manager, Google Analytics, Matomo.

### **Android Studio:**

- ❖ Android Application Development with Adobe Analytics, Firebase Google Analytics & Amplitude implementations

### **Programming Languages:**

- ❖ jQuery, JavaScript

### **Database Management:**

- ❖ SQL, Firebase Real Time DB

**Markup Languages:**

- ❖ HTML, CSS, Bootstrap

**Multimedia Packages:**

- ❖ Adobe Photo shop

**CMS Tools:**

- ❖ Word Press, Drupal

**Hybrid App Tool:**

- ❖ Ionic Hybrid App Development.

**Academic Qualifications**

- ❖ Bachelor of Engineering [CSE] in Er. Perumal Manimekalai College of Engineering, Hosur with Aggregate percentage: 6.83 CGPA in the year of 2011.
- ❖ 12th STD Completed in Government higher secondary school, Chettikulam, Perambalur with Aggregate percentage: 72% in the year of 2007.
- ❖ 10th STD Completed in Government higher secondary school, Chettikulam, Perambalur with Aggregate percentage: 75.2% in the year of 2005.

**Certification:**

- ❖ Salesforce Marketing Cloud Email Specialist on March 21.
- ❖ Google Tag Manager Fundamentals on April 22.

**Personal Details:**

**Date of Birth:** 20-May-1990

**Permanent Address:** #1/136, West Street, Kurur Village (P.o), Kunnam (T.k), Perambalur(D.t)-621104.

**Languages Known:** Tamil, English.

**Declaration:**

I assure you that the information specified above is true from my knowledge.

Place:

Date:

Thanks& Regards,  
(Ranjithkumar D)