

# Prerana Lanjil

## Web Analytics Developer - BB&T

- Email me on Indeed: [indeed.com/r/Prerana-Lanjil/424f9d5690080827](https://www.indeed.com/r/Prerana-Lanjil/424f9d5690080827)

Sr Web Analytics Developer with 6+ years of experience implementing Web Analytics and Optimization solutions

### WORK EXPERIENCE

#### Web Analytics Developer

BB&T - Houston, TX - February 2017 to Present

BB&T Online Banking platform provides online account management services such as secure online access to customer; access to user's existing products like checking, savings, trading accounts and options to buy new products like home loan, personal loan and credit card accounts. Digital technology team covers Online Web Applications development, Web Analytics tracking and optimization.

Responsibilities:

- Responsible for gathering high level requirements from business and marketing team , developed analytics design and implementation documents
- Worked on End-to-End Adobe Analytics solution design, development, support, testing and data analysis.
- Configured Tags, variables (eVars/Props/events) using Adobe Dynamic Tag Manager and Adobe Analytics (Omniure Site Catalyst) script in to webpage to capture the Visitor matrix during run time.
- Designed and implemented data layer in Dynamic Tag Manger to simplify and manage tags sending data to in structure way to Web Analytics, Double Click, Test & Target tools.
- Generated Metrics on Bounce Rate, Visit Duration, Click Through Rate (CTR), Average Organic Page Ranking and demonstrated to executive team on opportunities for improvement
- Used Ensignen to develop and implement non-Adobe analytics site functionalities such as 3rd-party tags and Data Layers.
- Developed SQL Queries and SQL Jobs to extract data from SQL Server and provide DW team for global reporting.
- Developed SQL Queries and SQL Jobs to extract data from Adobe Analytics to SQL Server to develop Tableau visualization charts
- Built executive dashboards for the leadership team with the conversion KPI's & also involved in building/scheduling of dashboards for the middle-management to provide them a snapshot of the business.
- Implemented Robot.text to restrict user's from navigation directly to check out pages
- Performed A/B testing and page optimization based on target segments using Adobe Test & Target; increasing conversion rates and maximizing user experience
- Worked with the Testing/QA team to debug/test the web analytics tags
- Work in Agile Methodologies and used JIRA as management tool and Team Foundation Server for issue tracking, and configuration management.

Environment: Adobe Analytics, Dynamic Tag Manager (DTM), Adobe Test & Target, AngularJS 2., ASP.Net/.Net Framework 4.5.2, HTML5, CSS3, Bootstrap 3.3.7, JavaScript, JQuery 3.1.0,

#### Web Analytics Developer

University of Houston - Houston, TX - January 2016 to February 2017

Project Summary: <http://www.uh.edu/> and [www.my.uh.edu](http://www.my.uh.edu) sites are redesigned to build responsive web sites, micro sites and Mobile app's. As member of technical team, Responsible for implementing Web Analytics solutions for Web and Mobile apps using Google Analytics, Google Tag Manager, Java Script

Responsibility:

- Participated in capturing web analytics requirements in coordination with business users, business analysts and technical team members.
- Responsible for integration and setup of Web Properties, Google Tag Manager, Google Analytics, Google Dashboard, Apple App Analytics, Double click and other tools.
- Used Google Tag Manager to implement third-party tags (DoubleClick Floodlight etc.), data layers and selected site functionalities.
- Worked on identify trends, traffic patterns and paths to optimize for seasonality, relevance and improved Performance
- Used firebase analytics for capturing and tracking mobile analytics
- Integrated website analytics across multi-channel setup giving end-to-end visibility into visitors behavior.
- Designed and developed Analytics project reports based on Dimensions, Metrics and Channels.
- Responsible for configuring and tracking performance reports from Google Analytics and organizing and formatting raw data in daily, weekly and monthly reports for metrics using Adobe report suite and Tableau for data visualization.
- Supported defect fixes and addressing integration issues for AngularJS 2 applications and Mobile App's
- Developed data schemas and SQL queries for segmentation and data visualization reports.
- Responsible for documentation and writing readable code.

Environment: Google Analytics - Google Analytics Premium, AdWords, Dynamic Tag Manager (DTM), Google Tag Manager (GTM), Tableau, Firebug, HP Quality Center, HTML JavaScript, XML, ASP.NET, Angular JS2, Typescript, Ionic2, SWIFT 3.0, Xcode, Firebase, CoreMotion Framework, CoreLocation Framework, MapKit Framework, Xcode, Bitbucket, Source Tree, Mac.

## **Web Analytics Developer**

Webonise - MAHARASHTRA, IN - January 2013 to August 2015

Responsibilities:

- Led a team of developers and collaborated with them to accomplish the goal of the project.
- Worked on Multichannel Adobe Analytics implementation (across web & mobile) and analysis to increase customer retention and improve consistent shopping experience across the different channels.
- Develop and maintain reports, dashboards, and scorecards for mobile unit using Omniture SiteCatalyst
- Implemented and configured the new SDK for SiteCatalyst (Omniture) to track the performance over web.
- Deployed Adobe Site Catalyst using Ensign tag management system.
- Participated in Front-end web application development by using web technologies like HTML5, CSS3, JavaScript, AngularJS, HTML, CSS, SASS.
- Extensively worked with Angular.js MV\* framework for single page application, data-binding and dependency injection.
- Developed AngularJS Directives to extend the grammar of the web through reusable HTML elements, attributes, and classes.
- Involved in setup and administration of digital tools on AWS using Amazon S3 and EC2 services to store and retrieve high resolution data.
- Managed authorization of user access to the CRUD RESTful operations as per their role in the nonprofit fund raising website and providing API's
- Increased performance of search functionality using Thinking Sphinx. Retrieved sharing or like counts from social websites like Facebook, Twitter, LinkedIn and Google Plus.
- Deployed the project at the end of every sprint with the new functionality module and also maintained different deployment environments like development, testing, staging, and production.
- Coordinated with the Scrum Master in order to track the product backlogs.
- Used GIT for Continuous Integration and build.

Environment: HTML, DOM, CSS, JavaScript, AngularJS, RSpec and Cucumber Testing, jQuery, AWS services, Adobe Analytics SiteCatalyst (Omniure), Ruby, Rails, Sublime, MYSQL and REST Web Services, GIT, Linux, JIRA, Agile.

## **Web Developer**

EvoLeas - MAHARASHTRA, IN - December 2011 to December 2012

Project Summary: B2B e-commerce website that provides other businesses products required for their daily office work. Easy and safe payment procedure to generate invoice pdf for the requested order

### **Responsibilities:**

- Gathered information from various stakeholders, reviewed , analyzed and documented high level functional and analytics requirements.
- Participated in design workshops and responsible for design and development of e-Commerce web site and managing products
- Implemented Google Analytics to track visitor metrics and bounce rates across B2B site
- Involved in identifying trends, patterns and paths using Google Analytics.
- Utilized contemporary design to create concise web sites for specific client needs. Site creation included use of CSS, HTML, JavaScript, MySQL, Adobe Photoshop, Adobe Illustrator, Ruby, Rails, and online payment features.
- Developed admin, product, order and payment modules of the website and used PayPal as a third party for secure payment transactions.
- Implemented functionality like E-mail, filters such as price, category, and color filters; Product search functionality using Thinking Sphinx.
- Involved in Database Migration using Active Records, also involved in using Action Controller, Active Resources, Fixtures and Action View in Rails.
- Followed Scrum methodology to track the project details and updated the development status every day in the SCRUM.

Environment: Google Analytics, Analytics Tracking, JavaScript, HTML, CSS, SASS, Ajax, JSON, PayPal, JQuery, Ruby, Rails, MVC, DOM, Sublime, Mac, Pivotal Tracker.

## **Web Developer**

Allerin Technology - MAHARASHTRA, IN - December 2010 to November 2011

### **Responsibilities:**

- Upgraded associated gems, across multiple Ruby and Rails versions.
- Responsible for developing, coding, testing and debugging new highly complex software solutions.
- Developed HTML prototypes and ready XHTML documents with CSS style sheets.
- All the visual stuff was done using JavaScript.
- Involved in Design UI Screen, created several mock up Using HTML, CSS and JavaScript.
- Front-end validations are done using Java Script.
- Designed dynamic client-side JavaScript codes to build web forms & simulate process for web application, page navigation and form validation.
- Worked closely with the programmers and graphic designers for project requirement and analysis.
- Produced GUI prototypes for business logic presentations.
- The new website has made it much easier for the users to access the page and check the required info.
- Created Stored Procedure, Trigger for database access and events.
- Participated in designing the technical architecture of Topology UI Module with project Manager.
- Worked with Agile software lifecycle methodologies. Create design documents when and as required. Perform coding, debugging and testing.
- Installed Ruby, MySQL, and GIT on Ubuntu system

- Participated in Scrum meetings to pace up the work environment.

Environment: Ruby, Rails, HTML, CSS, JavaScript, Sublime, MYSQL, GIT, Linux, Pivotal Tracker, Agile.

## EDUCATION

### **Master of Science in Computer Information Systems**

University of Mumbai - Mumbai, Maharashtra

## SKILLS

JAVASCRIPT (6 years), HTML (5 years), CSS (4 years), MYSQL (4 years), Rails (4 years)

## LINKS

<http://www.preranaworks.us>

## ADDITIONAL INFORMATION

### Skills Summary

- ◆ Sr Web Analytics Expert skilled at synthesizing company-wide data using Key Performance Indicators (KPI) and creating dashboards and presentations to marketing teams, and senior managers
- ◆ Expert at defining complex analytics for software projects including website tagging, creating KPIs for management to measure the success of the business.
- ◆ Google Analytics Premium
- ◆ Google Tag Manager and Optimizely for A / B Testing
- ◆ Experience in Double Click Reporting
- ◆ Proficient in SEO techniques and optimization
  
- ◆ Expert Adobe® Marketing Cloud (Omniure) Site Catalyst
- ◆ Expert Adobe® Marketing Cloud (Omniure) Discover including exportation into dashboard format
- ◆ Expert in implementing Tag Manager variables (eVars, Props, Events) and Rules (On-Page, Event and Direct Calls)
- ◆ Proficient in Adobe® Marketing Cloud (Omniure) Test and Target  
Executing A/B and Multi Variant testing
- ◆ Proficient in Enlighten and Tealium tag management solutions
- ◆ Experienced in implementing  
Fire base App analytics
  
- ◆ Experience in web development using HTML, CSS, Java Script, Angular Js, Type Script, Node Js , Bootstrap
- ◆ Developing visualization dashboard and charts reports using Tableau
- ◆ Expert MySQL and Advanced Microsoft SQL Server Query Creation
- ◆ Expert in Microsoft Excel 2012
- ◆ Advanced Microsoft 2010 Access Developer
- ◆ Proficient in Microsoft PowerPoint 2010 presentation design
- ◆ Proficient in Microsoft Outlook 2010
- ◆ Proficient in Microsoft Word 2010

## TECHNICAL SKILLS:

Web Technologies HTML5, CSS3, J XHTML, XML, Java, JavaScript, Angular JS2, AJAX, JQuery,  
Web Analytics Google Analytics, Adobe Analytics, Tag Manager, Enlighten, Google Optimizer, Adobe Test  
& Target, Tableau  
Frameworks Rails, ASP.NET, Angular JS  
Database MySQL, Firebase, SQL Server 2012, Oracle 11g, MongoDB.  
IDE Microsoft Visual Studio, SQL Management Studio, Sublime, Microsoft Visio, Eclipse.  
Versioning tools GIT, Bitbucket  
Web server Passenger, Apache  
Development Methodology Waterfall, Agile  
Scripting Languages Ruby, C#, Typescript