

Rourkela,
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India

MAYANK JAIN

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SUMMARY

Digital Analytics and Personalization Specialist with a strong background in Adobe Target and Adobe Analytics. Skilled in driving revenue growth and optimizing KPIs through A/B testing, dynamic personalization, and data-driven strategies for diverse clients. Proficient in automation and leveraging cloud platforms to deliver impactful insights.

EMPLOYMENT

Manager, Data Analytics

Publicis Sapient

Oct 24- Present

- Collaborated with multiple teams and clients to deliver upsell product recommendations of vehicles available in stock for an automobile client

Senior Associate, Data Analytics L2

Publicis Sapient

Dec 21- Sep 24

- Built multiple **scalable personalisation capabilities** leveraging AEM, Adobe Target, Launch, Analytics and third-party engagement data for an automobile client. Ex – Vehicle of Interest, Intelligent Triggers, Next Best Action, Inventory Drawer etc.
- Strategizing and Launching **Product Recommendations** through Adobe Target for a Retail Client which includes working on Launch and ACDL
- Working on prototyping and implementing **Dynamic Personalisation** Use Cases for a Retail Client through Adobe Target using Customer Attributes, Profile Scripts and Response Tokens
- Launched and Analyzed more than **25+** A/B and Experience Tests in Q1 2022 resulting in more than **\$4M** Annual incremental Revenue for a Retail Client
- Collaborated with the client's Digital Merchandising/Product and Analytics team to launch relevant A/B Tests
- Measuring the success and performance of digital properties and new features via ad-hoc analysis on Adobe Analytics for a Retail client
- Automated Daily Revenue reports using Report Builder and repetitive parts of client presentation decks using VBA hence saving **40+** hours of effort in peak seasons

Senior Associate, Data Analytics L1

Publicis Sapient

Nov 2019 - Nov 2021

- Lead a team of interns on build a product which finds the best resumes for a suitable job profile at scale
- Building Docker images and pushing them to production to run batch workloads
- Used headless-selenium, web scraping and data mapping in Python to get features for an ML model
- An integral part of the Publicis People Cloud Analytics team which helps Publicis in building a single, robust Performance Reporting solution spread across **80+ markets** and **20+ data sources**
- Did a **Vendor Assessment** of Vision APIs across Google, AWS and Azure to find out the most effective and efficient across many scenarios
- Versatile in developing APIs from Google Cloud, Azure, AWS and Competitive Intelligence Tools such as Adbests using the Python SDK to leverage insights from structured and unstructured data
- Well versed in building automation utilities leveraging the power of Cloud, Python and Microsoft Power Automate which has saved almost **100+ hours** of manual effort
- **Creative Analysis** using **Hypothesis Testing** to give recommendations for best performing Media creatives

Associate, Data Analytics

Publicis Sapient

January 2017 – October 2019

- Predictive Modelling through Linear Regression analysis to forecast leads from paid marketing channels with **up to 98% accuracy**.
- Building segments and providing use Cases to clients to improve conversions for websites enabled with Digital Analytics.

- Page **Optimisation** to **improve lead to visit conversion rate** and give suitable test recommendations with respect to Adobe Target for best performing landing pages.
- Driving analytical insights and building dashboards using Adobe Workspace and Report Builder
- Weekly and Monthly report creation, delivery and automation using Advanced Excel and VBA
- Post Campaign Analysis of Media Campaigns to provide commendations and recommendations
- Giving actionable insights and recommendations to recurring client questions (Such as drop in CR% , reasons of spike in leads/orders etc.)
- Generating data driven insights for Consumer Healthcare using Alteryx, Google Big Query, SQL and Google Data Studio
- Well versed in making QBRs and Brand Analysis reports and presentations for clients
- Holiday Season Analysis for Black Friday and Cyber Monday sales for a Retail Client

Junior Associate, Data Analytics	Publicis Sapient	June 2016 – December 2016
<ul style="list-style-type: none"> • Trained on Analytics concepts like Analytics Implementation and Reporting including tools like Adobe Analytics, Google Analytics GTM and DTM 		

Personal Projects

- Built a Fantasy Cricket Game using Python, AWS Lambda, Google Sheets and Google Looker Studio. Github Link - <https://github.com/mayan1394/fantasyCricket>
- Built an automated momentum stocks portfolio across multiple sectors and indices such as NSE, BSE using Python, Google Cloud Functions, Big Query and Looker Studio

EDUCATION

YEAR	UNIVERSITY	DEGREE	GRADES
2019-2020	IGNOU	PGDAST (Applied Statistics)	71.8%
2012-2016	Uttar Pradesh Technical University	B.Tech (Computer Science)	70.9%

SKILLS

- **Programming Languages** – Python and VBA
- **Version Control** – Git
- **Cloud Stack** :
 - GCP – Big Query, Vision API, GCS , Dataflow and DataPrep
 - AWS – Lambda, S3, SQS and ECR
 - Azure – Cloud Vision API, Speech to Text API
- **Technologies** – Google Data Studio, Docker, Advanced Excel and Selenium
- **Optimisation** – Adobe Target, CRO, Adobe Target Product Recommendations
- **Analytics Tools** – Adobe Analytics and Workspace
- **Others** – Linear Regression and Hypothesis Testing