

AMAN ARORA

Associate Process Manager

Eclerx Services Ltd. , India

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CAREER OBJECTIVE:

A Data-driven Associate Process Manager with an overall 5 years of experience, adept at leveraging analytical tools like Adobe Analytics , Google Analytics, GTM, visualization software like Looker Studio Dashboard ,Power Bi & Tableau. My expertise lies in translating data into clear insights that drive effective decision-making. Passionate about leading and mentoring web analytics teams, I consistently optimize website performance and user experience through actionable reports that translate complex metrics into strategic business decisions. My collaborative approach fosters strong relationships with internal and external stakeholders, ensuring exceptional customer service and driving business growth

PROFESSIONAL SUMMARY

- ❖ Used advanced GA4 features to gain in-depth customer insights, optimize marketing campaigns across platforms (Google Ads, Bing Ads, LinkedIn Ads, Facebook Ads), and identify trends crucial for business growth. This includes implementing conversion tracking using GTM (Google Tag Manager) to streamline campaign measurement and provide actionable insights.
- ❖ Implemented and configured GA4 accounts for multiple websites, ensuring accurate data collection and reporting. I've also established data pipelines to seamlessly integrate Bing Ads and LinkedIn Ads data into Big Query for comprehensive campaign analysis.
- ❖ Mastered Adobe Analytics for intricate data reporting and analysis
- ❖ Resolved complex data discrepancies and reporting challenges to ensure accuracy.
- ❖ Developed and implemented custom reports and dashboards for advanced insights.
- ❖ Built an interactive marketing dashboard in Looker Studio using data from GA4, Google Ads, Bing Ads, and LinkedIn Ads. This dashboard allows for insightful campaign performance visualization at the campaign and ad group level, enabling data-driven decisions.
- ❖ Translated client objectives into actionable KPIs and delivered on those metrics.
- ❖ Identify customer impacting issues, implement solutions and process improvements to enhance customer satisfaction.
- ❖ Assist in developing training programs to improve team quality and productivity.
- ❖ Drive process improvements to enhance operational efficiency.
- ❖ Leveraged my web analytics expertise to mentor and guide a team, ensuring a data-driven approach to achieve client business objectives.

SKILLS:

- ❖ **Technical Skills:** Adobe Analytics , Google Analytics 4 , Google Tag Manager , Big Query , Looker Studio Dashboard , Power Bi , Tableau , Google Ads , Facebooks Ads , Google Search Console , SQL , Google Sheets , Microsoft Excel
- ❖ **Core Skills:** Leadership, Decision Making, Problem Solving, Interpersonal Skills, Analytical Skills/Defect Identification

WORK EXPERIENCE:

Name of the company: Eclerx

Associate Process Manager

Sept 2024 - Till Date

Data-Driven Strategist:

- ❖ Implemented and configured Google Analytics (GA4) accounts for multiple websites, ensuring accurate data collection and reporting to support strategic decision-making.
- ❖ Leveraged advanced features of GA4 to gain deeper customer insights, optimize marketing campaigns, and identify trends crucial for business growth.
- ❖ Mastered GA4 customization by creating custom dimensions for capturing business-specific data points and implementing advanced settings for enhanced data control. (Average Page Load Time , Meeting Scheduled , Add To Cart and Form Submit)

❖ Technical Expertise:

- ❖ Developed and implemented custom tracking for events, e-commerce transactions, and form submissions using Google Tag Manager (GTM).
- ❖ Integrated tracking codes for various marketing and analytics platforms, streamlining data flow for comprehensive reporting.
- ❖ Championed data accuracy by deploying, testing, and debugging GTM tags to guarantee reliable data collection and resolve discrepancies.
- ❖ Established and managed a robust data layer structure within GTM, optimizing data collection efficiency and enhancing tracking capabilities. (E-commerce Data Layer, Form Submit Data Layer, Payment Success Data Layer etc.

Name of the company : Intelegencia Analytics Pvt. Ltd.

Senior Web Analyst

Dec 2022 - Aug 2024

Data Analytics & Data Visualization

- ❖ Built an interactive marketing dashboard in Looker Studio using Google Analytics 4, Google Ads, Bing Ads, and LinkedIn Ads data.
- ❖ Established data pipelines to integrate Bing Ads and LinkedIn Ads data into BigQuery for comprehensive campaign analysis.
- ❖ Mapped CRM data to ad platform data, enabling insightful campaign performance visualization at the campaign and ad group level.

Conversion Tracking & Measurement:

- ❖ Implemented conversion tracking for Google Ads, Bing Ads, LinkedIn Ads, and Facebook Ads using Google Tag Manager.
- ❖ Streamlined campaign measurement across various platforms, providing actionable insights for performance optimization.

- ❖ **Skills:** Adobe Analytics , Google Analytics 4 , Google Tag Manager , Big Query , Looker Studio Dashboard , Google Ads , Bing Ads , LinkedIn Ads , Facebooks Ads , Google Search Console , SQL , Power Bi , Google Sheets , Microsoft Excel , Google Sheets , People Management, Innovation, Problem Solving/ Analytical thinking.

Name of the company: Amazon , Bangalore

Central Operations Support Executive

Duration: (Jan 2022 – Dec 2022)

- ❖ Excelled in conflict resolution, displayed integrity, and served as a role model for a world-class customer experience.
- ❖ I spearheaded a data-driven approach to optimize order processing, resulting in a **13.5% improvement** in key performance indicators (KPIs) exceeding team benchmarks.
- ❖ Increased **First Day Pickup Success (FDPS)** by **0.5%** to **99.5%** and **First Time Pickup Success (FTPS)** by **2%** to **95%**, exceeding targets through proactive seller communication and slot management.
- ❖ Reduced **Late Shipment Rate (LSR)** by **40%** by reducing it from **0.25%** to **0.15%** and **Cancellation Rate (CR)** by **37.5%** by reducing it from **0.08%** to **0.05%** by identifying at-risk sellers and implementing targeted interventions.
- ❖ Consistently recognized for **outstanding performance**, receiving **Employee of the Month** for 3 consecutive months.
- ❖ **Skills:** Communication Skills, Vendor Management, SQL, SharePoint, Microsoft Excel, Leadership, Communication Skills.

Name of the company: Amazon , Noida

Associate

Duration: (August 2020 - Dec 2021)

- ❖ Proven expertise in delivering exceptional support through phone, email, and live chat.
- ❖ Worked for a dynamic team, providing high-quality support via DART live channel, SIM, and email.
- ❖ **Skills:** Possess strong communication skills, computer proficiency, customer focus, and effective problem-solving abilities in a dynamic, fast-paced environment.

EDUCATIONAL DETAILS:

- ❖ Bachelor of Technology (Civil Engineering)

PERSONAL DETAILS:

- ❖ **Gender:** Male
- ❖ **Language:** English, Hindi, Punjabi

DECLARATION:

I hereby confirm that the facts stated in this application are true to the best of my knowledge.

Date :