

# SIJO SKARIAH

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## Summary

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Experienced Analyst with an overall experience of 4 years, including 3 years at Google as TVC, seeking to obtain a mid-level position in an MNC, to explore and develop my domain knowledge and progressive attitude, for consistent growth of the organization. Specialized in Data analysis, Google Merchant Center (GMC), Team management and Customer Relationship Management (CRM).

## Work Experience

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### Senior Analyst (Vaco Binary Semantics LLP, India)

Jan'16 - Oct'18

#### Skills Developed:

- SQL, Regex, Data Extraction, Data Mining, Google Merchant Center (**GMC**), SEO, E-commerce, Quality Analysis, Spreadsheets.
- Analytical, Team Management, Time Management, Communication, Presentation, Organizational, Prioritization, Self discipline, Patience, Teamwork, Adaptability, Problem-solving.

#### Responsibilities:

- **Merchant Center Debugging:** Worked extensively for over 50+ e-commerce Google client accounts, collaborating closely with their Google FTE Account Managers and shopping technical specialist, to identify, investigate, and analyze data inefficiencies in GMC.
  - Consistently credited for my proactive approach to troubleshoot and fix the issues, that could have potentially impacted client business.
- **Datafeed Management :** Analyzed service design and technical operations to support clients through a large-scale data feed management engine that delivers optimized raw data to GMC. Perform daily analysis in the engine, to create and implement test plans, which ensure acceptable quality of the account.
- **Team training and development:** Supported the hiring process for the team by screening/Interviewing candidates; created user training documentation/Quality checks; conducted formal training classes and mentored new team members.
  - Proven to have significantly improved quality ratings for team members under my mentorship.

#### Projects:

- **Google Merchant Center feed Migration:** A multi-quarter, cross-functional team project to migrate 50+ highest-value Google AMER client data feeds, to the new Google Merchant Center Feeds Experience.
  - Migrating account owner for 7+ successful migrations.
- **Google Merchant Center Support Analysis:** Be the primary day-to-day technical contact for clients, providing prompt, professional consultative support and service to ensure a high level of client satisfaction.
  - Maximized business growth by ensuring high adoption/usage of Google Merchant Center.

#### Awards/Honors:

- **Best Performer Award + Bonus :** 2018 (Q1, Q2, Q3) , 2017 (Q1) and 2016 (Q4)
- **Mid Year Performance based appraisal :** 2017-18 and 2018-19

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## Customer Service Representative (Motif India Infotech Pvt Ltd, India)

Jun'2014- Jun'2015

### Skills Developed:

- Efficient Typing, Email Drafting, Microsoft Excel, Microsoft Outlook.
- Communication, Customer Support, Patience, Engaging Customers, Customer Relationship Management (CRM), Teamwork, Adaptability.

### Responsibilities:

- Resolve product or service problems by clarifying the customer's complaint; determine the cause of the problem; select and explain the best solution to solve the problems; expedite correction or adjustment; follow up to ensure resolution.
- Worked with customer service manager to understand the KPIs and ensure excellent customer service is delivered.

### Awards/Honors:

- **Top performer Award** - Q1 2015
- **Best trainee Award** - Q3 2014

## Certification

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- SQL Fundamentals *(Online Source: Datacamp / SoloLearn, Inc)*
- Data Analysis with Spreadsheets *(Online Source: Datacamp)*

## Education

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<b>2009-2013</b>	<b>Bachelor of Engineering (B.E) - <i>Electronics and Telecommunication</i></b> Shri Govindram Seksaria Institute of Science and Technology, Indore (India)
<b>2007-2009</b>	<b>Senior Secondary Education - <i>Maths Science</i></b> St. Xavier's School, Bhopal (India)

## Personal Details

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<b>DOB:</b>	14 July 1991	
<b>Nationality:</b>	Indian	
<b>Language:</b>	English ( <i>Fluent</i> ), Hindi ( <i>Fluent</i> ), Malayalam ( <i>Spoken</i> ), Spanish ( <i>Beginner</i> )	
<b>Interests:</b>	Blog/Web design	( <i>@techiejo.com</i> )
	Read books	( <i>Preference: Non-fiction</i> )
	Learning skills	( <i>Preference: Social &amp; emotional (SEL), Language</i> )

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\* References and certificates will be shared on request.

