Pradeep Bobade

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Summary

- Senior Marketing Analyst with 14+ years of experience in digital analytics, CRM reporting, and data-driven strategy across global B2B and B2C brands. Proven expertise in GA4, Adobe Analytics, Google Tag Manager (GTM), Tealium, Salesforce Marketing Cloud (SFMC), Pardot, and Power BI. Skilled in building end-to-end analytics solutions — from tag implementation and data layer design to KPI dashboards and funnel optimization.

  Led successful enterprise migrations from Adobe Analytics to GA4, configured SmartLinks using Kochava, and built campaign dashboards using Looker Studio and Power BI. Strong knowledge of Customer Journey Analytics (CJA) and data governance using Adobe Experience Platform (AEP). Experienced in campaign audits, CRM integrations, and lifecycle reporting. Known for delivering actionable insights that improve ROI, retention, and conversion rates.

- **Languages:** English, Hindi & Marathi

Technical Skills

Web Analytics	GA4, Google Tag Manager (GTM), Adobe Analytics, Universal Analytics, Data Layer Implementation, GDPR Compliance
CRM & Email Marketing	Salesforce Marketing Cloud (SFMC), Pardot, HubSpot, Campaign Performance Analysis, Lifecycle Email Reporting
Customer Journey & Marketing Automation	Adobe Customer Journey Analytics (CJA), Predictive Triggers, Smart Campaigns, A/B Testing
BI & Reporting	Power BI, Looker Studio (Data Studio), Databricks, KPI Dashboard Design, SQL Queries
Attribution & Tracking	Kochava QR Codes & SmartLinks, UTM Strategy, Cross-Device Attribution, Funnel Tracking
Digital Marketing	PPC, SEO, Social Media Ads (Meta, LinkedIn), Campaign Management, Conversion Optimization (CRO)
Programming & Scripting	HTML, CSS, JavaScript, Python (for data analysis and automation)
Database & Cloud	MySQL, BigQuery, Microsoft Azure, Snowflake (beginner)
AI & Automation	Predictive Analytics, Automated Campaign Optimization, Customer Segmentation

Professional Experience

V-Soft Consulting Corporation Pvt Ltd | March 2025 – May 2025

Client: The Chamberlain Group, USA) | This was a fixed 2-month contractual project successfully completed

Lead Digital Analytics (Asst Digital Marketing) – GA4, CRM Dashboards, Adobe CJA Support

- Designed SKU-level funnel dashboards in Looker Studio using GA4 data (PDP, PLP, Add to Cart, Purchase)
- Created CRM dashboards using SFMC + Databricks with lifecycle metrics (Open, Click, CTOR, Unsub)
- Set up Kochava QR codes and SmartLinks for mobile attribution
- Supported Salesforce → Databricks → Power BI pipeline validation and visualization
- Collaborated with Adobe CJA stakeholders to align identity strategies and segment mapping
- Ensured data readiness and governance for cross-platform analytics
- Provided CJA dashboard inputs (connections, data views, identities) to internal teams as per Adobe's structure
- Supported data pipeline review from Salesforce, GA4, Tealium to Power BI

Vikhale Digital - Remote | *August 2024 - Present*

Consultant - Web Analytics & Brand Management

- **Spearheading Digital Transformation:** Leading digital transformation initiatives across client websites, utilizing Google Analytics 4 (GA4) to design and implement advanced tracking and reporting systems. Optimized customer journey mapping and personalized user experiences using AI-driven insights.
- **E-commerce and Lead Generation:** Collaborated with cross-functional global teams to develop data-driven strategies for optimizing e-commerce platforms, increasing lead generation, and improving overall customer acquisition. Utilized AI-powered tools to enhance targeting, segmentation, and user engagement.
- **Social Media and Brand Strategy:** Led comprehensive social media strategies that increased brand awareness and engagement across various platforms, including LinkedIn, Meta, and Twitter. Applied advanced analytics to measure campaign effectiveness and adjust strategies for optimal results.
- **AI and Predictive Analytics:** Leveraged AI-driven predictive analytics for campaign optimization, customer segmentation, and forecasting marketing trends, driving higher ROI for marketing efforts.
- Experienced in building Adobe Customer Journey Analytics (CJA) connections, managing identities, and transforming data views for actionable business insights

Wolters Kluwer India Pvt Ltd - Hybrid | *April 2024 - August 2024*

Senior Software Product Engineer – Web & Data Analytics

- Led the migration from Adobe Analytics to Google Analytics 4 (GA4) across multiple global websites, ensuring continuity in metrics and KPIs.
- Built documentation, mapping tables, and validation reports to ensure data accuracy and tag governance.
- Configured GTM container templates and custom events in collaboration with dev and marketing teams.
- Conducted stakeholder enablement sessions for internal teams on GA4 reporting, explorations, and event modeling.
- Migrated Adobe Analytics to GA4 across global product sites, ensuring KPI continuity and data accuracy
- Built comprehensive documentation and conducted GA4 enablement for global marketing stakeholders
- Worked closely with developers to align tagging structure, consent handling, and CJA-readiness
- Delivered insights on web behavior using both Adobe and GA4 platforms
- Conducted stakeholder enablement sessions and guided cross-functional teams on CJA dashboard usage and campaign measurement strategy
- Built Power BI prototypes to visualize GA4 and SFMC metrics in alignment with marketing goals.

Quatred Advertising - Remote | *October 2022 - March 2024*

Digital performance agency specializing in brand marketing and communication.

Lead Digital Strategist

Clients: Falcon Group of Companies (UAE), TATA Shaktee. TATA Tiscon, TATA Kosh, ABP Pvt. Ltd (Admission Tree), Unihawk (UAE), Khadlaj Perfumes, KidsHelpPhone (Canada), Zoss Water (Mumbai) etc.

- Managed paid media and performance marketing campaigns (Google Ads, Facebook, LinkedIn) for international clients, generating over 3x ROI consistently through data-driven optimization.

- Implemented cross-channel analytics strategies to provide 360-degree performance insights and improve marketing effectiveness.
- Spearheaded brand communication strategies that translated into measurable increases in brand awareness and customer engagement.

Suvira Energy | *April 2016 - September 2022*

Company which is in Principally engaged in the crude oil and natural gas, energy, well diagnosis and other related fields of service.

Sr. Digital Marketing Manager (Tagging and Implementation)/Team Lead

Products: Google Analytics, GTM, GA4, Google Ads conversion tracking, Google Ads campaign management, Google Optimize etc.

- Led digital marketing efforts for the company, implementing GA4 and Google Tag Manager for web and app.
- tracking, ensuring accurate data collection and analysis for real-time optimization.
- Developed and executed marketing strategies focused on PPC, SEO, social media, and email campaigns that delivered substantial revenue growth.
- Big Query is a powerful analytics tool for handling large datasets, and Universal Analytics (UA) can be used to feed data into Big Query for more advanced analysis.

Weddingsonline India PVT LTD | *May 2014 - April 2016*

Ireland Based IT & weddings related Services Suppliers Company which is in online service e-selling business and outsourcing business solutions.

Digital Marketing Manager

Function: Digital & Ebusiness (Measurement and Attribution)

- Google Ads - SEA, SEM, Facebook Marketing, Email Marketing, Affiliate Marketing, Display Ads, Retargeting, SEO, Mobile Marketing and offline marketing ATL, BTL, partnerships, PR, and community management.
- Drive the online and digital campaigns with the support of marketing team for customer acquisition and engagement. Also run Loyalty Program initiatives & implement the social media marketing strategy & viral initiatives & drive engagement activities for existing customers.
- Create custom events and measures on Google Analytics. Implementation of the custom dimensions and metrics on the websites.
- Configuration of GTM tags, triggers, variables and dataLayer variables.
- Implementation third party tags, custom tags (HTML Tags) and dataLayer on the domain.
- Handing escalation and CSAT at risk cases. Doing RCAs for TRT reporting.

ASUS India PVT LTD | *September 2011 - May 2014*

Company which is in Principally engaged in the Manufacturing computers, hardware and consumer electronics

Online Marketing Manager & Web Developer

Function: Marketing Communication

Products: Google Analytics, GTM, GA4, Google Ads conversion tracking, Google Ads Campaign management Google Optimize etc.

- Manage ASUS India website & social media accounts & manage paid campaigns for India. Work on Google Ads campaign, SEO, SEM, SEA, Facebook ads, email campaigns, affiliate & viral marketing, display ads, video ads, retargeting, mobile ads & offline marketing ATL, BTL, partnerships, PR & content writing & B2C management.
- Create custom events and measures on Google Analytics. Implementation of the custom dimensions and metrics on the websites.

- Implementation third party tags, custom tags (HTML Tags) and data Layer on the domain.
- Optimizing Asus PPC campaign to increase conversion rates and ROI.
- Create standard segments based on customer journey & behavior for remarketing.
- ORM management for all platforms and marketing channels. This includes all copyright red flags if any and reporting of the same.
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ERGODE IT Services PVT LTD | *January 2009 - August 2011*

USA Based IT Services Company which is in online book selling business and outsourcing business solutions Provider also in ITES/BPO/KPO, Customer Service, Ops.

Sr. Developer - Digital & E-business

Function: Business Development

- Plan, developed E-Commerce Shopping website, work on CMS Portal.
- Develop the Online and offline SEO and write content on 3rd party blogs for increase brand visibility
- Monitor the performance of paid media campaigns, generate and analyses web statistics & prepare evaluation reports with recommendations for improvement.
- Stay up to date with digital marketing Plans and trends with update the other team members.

Kalpataru Group | *May 2007 - January 2009*

Company specializes real estate & investing most exclusive commercial and residential properties in Pune / Mumbai, Maharashtra.

Web Developer/ Analyst

Function: Online Marketing

- Developing & implementing Real Estate Website, micro website. Emailer campaigns and writing blogs.
- Managing a very cost-effective manner for sales promotion strategies for real estate projects.
- Preparing brochures, reports, newsletters and other materials for company branding and promotion of real estate projects and maintaining social media presence by posting relevant content on a daily basis.
- Working on SEO and monitor results for higher SERPs and improve traffic to the website.
- Handled the issues related to Google Ads campaign management, Google Analytics, Google Merchant Center etc.

Education

Bachelor of Computer Application (BCA), 2004

SAIIT Institute of computer Technology & Management Academy

HSC, 2000

K.V. Pendharkar College | Dombivli, Thane

SSC, 1998

DNC High School | Dombivli, Thane

Certifications

Certificate in Mobile App Analytics Fundamentals, Google Analytics, Google AdWords, 2014

Certificate in Quality Workforce Development, ASUS India, 2012

Certificate in Data Privacy, ASUS India, 2012