

# PIYUSHARORA

## Manager Digital Operations with

### Wunderman\MSC

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AEM CERTIFIED BUSINESS PRACTITIONER



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-arora-

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**Visa status:** 6 months Active Europe Swiss Visa  
Client called as a Presenter in Digital Summit in Oct 2022.

See more

Check out my Linked Profile : <https://www.linkedin.com/in/piyush-arora-0b187914/>

A challenging position within an organization that enhances my skills and urges me to learn and enhance my capabilities to become more competent and experienced and aid to our company growth.

### PROFESSIONAL HIGHLIGHTS:

A competent professional with nearly 12 years of IT experience. In my current role I am working as a **Project Manager Digital Campaign** Operations and **Integration Specialist** with Indegene PVT Ltd.

#### Hands on experience in:

- **Operations Management** – Service Delivery of CMS and email-based projects (**Migration of 80 + Sites**)
- **Stakeholder Management** - Client relationship Management
- **Team Lead** – Leading a team of 10 + Production Specialists.
- **Subject Matter Expert** for global stakeholders of regions – **APAC, Middle East, JAPAN and US Clients.**
- **Project Planning** - budgeting and reporting Metrics.
- **Business Analyst** – Responsible for research, competitive analysis, and defining business requirements for existing and new Digital CMS and email-based projects, POC's and services.
- **Successfully deployed RPA Module (Using UI Path) for CMS based Website Operations.**
- **Onboarding of new maintenance services and Adhoc projects based out of AEM CMS.**
- An out of box thinker with proven track records of **establishing Processes** (Checklists, standard delivery procedures, Quality check parameters) for Streamlining **operations workflows.**
- **Key person for migration, Setup, transition and Launches of Email and CMS based projects for multiple clients.**
- Good communication and written skills with the ability to produce and present clear and concise inputs.
- Problem solving - with the ability to take a logical route to the source of an error.
- A self-starter who delivers high quality work and can adapt to new challenges as individual or as part of team.

### INDUSTRY DIGITAL EXPERIENCE:

IT

Vehicle Motors

Pharma Medical

### TECHNICAL SKILLS:

AEM

JIRA , Rally(Agile)

RPA (UI Path)

SFMC

Adobe Target, Adobe Analytics, Adobe Campaign

HTML

CSS3

Drupal (Beginner)

Interwoven

PHP and WordPress

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## WORK EXPERIENCE:

**Project Manager (Project Lead) MCE360 Campaign Operations Indegene PVT LTD** | March 2021 to till date

**Technology/Tool worked upon:** SFMC, Veeva, One trust, Drupal, Jira, Warketo business engine.

**Client:** Incyte BIO Sciences PVT LTD.

- Plan, coordinate and manage the [campaign execution process](#) in compliance with [SOW](#).
- Client relationship management and satisfaction.
- Managing a team of 10+ production specialists including Senior resources.
- [Responsible for research, competitive analysis, and defining business requirements for existing and new Digital channels, POC's and Integration services across multiple channels.](#)
- [Setup the consent gathering infrastructure for multiple clients to gather HCP consent to run marketing campaigns.](#)
- [Gather and document Clients inputs and translate those into requirements, user stories and functional specs. for development Teams using JIRA Tool \(Agile scrum Approach\).](#)
- Track and monitor campaign results, guide clients on the strategy part for making changes to the future campaigns based on the results.
- Understand and optimize the [campaign management process to include new campaign requirements, execution, and quality control.](#)
- [Conduct and drive business calls & discussions related to resource planning and budgets.](#)
- Manage the key operational processes ([Checklist, BR's, Production Processes](#)) to monitor and maximize productivity.
- Working within project planning constraints, communicating any [identified project risks and issues](#) to the Senior project managers accordingly and providing inputs related to the change control process.
- [Escalation Management.](#)
- Identifying and communicating the technical infrastructure requirements.
- [People management](#) - Managing the Performance evaluation module and learning curves of the reporting resources.

**Manager Digital Operations Wunderman** | Sep 2020 to till date

**Deputy Manager Digital Operations Wunderman** | August 2018 to August 2020

**Assistant Manager Digital Operations Wunderman** | August 2017 to July 2018

**Senior Team Lead Wunderman** | July 2015 to July 2017

**Team Lead Wunderman** | August 2014 to June 2015

**Associate Digital Data Specialist Wunderman** | August 2012 to July 2014

**Technology/Tool worked upon:** [AEM, Adobe Experience Cloud, Adobe Campaign Manager, Rally, Microsoft SharePoint and Site muse CMS.](#)

### Roles and responsibilities:

#### [Business Analyst:](#)

- Serves as the [SME/Service Operations planner](#) for the [global stakeholders](#) for all the AEM related technical discussions and new services on boarding.
- [Responsible for research, competitive analysis, and defining business requirements for existing and new Digital CMS based projects, POC's and services.](#)
- [Gather Clients inputs and translate those into requirements, user stories and functional specs. for development Teams using Rally Tool.](#)
- Documents all [use cases, test results and manage the feedback workflow](#) until the newly created service is approved and deployed.
- Member of the Agile scrum team, responsible for ensuring the digital solutions implemented [delivers value to end-clients and the business.](#)
- Support business knowledge transfer across the scrum core team and provides the team all required project deliverables documentations.

## Service Delivery:

- Managing a team of 15+ production specialists including Senior resources.
- Driving Web maintenance projects delivery as per SLA.
- Manage the key operational processes ([Checklist](#), [BR's](#), [Production Processes](#)) to monitor and maximize productivity.
- [Conduct and drive business calls & discussions related to resource planning and budgets.](#)
- Ensuring the delivery of [personalized digital experiences](#) on multiple touchpoints are delivered using [Adobe Experience Manager \(CMS\)](#), [Adobe Campaign manager \(Emails, campaigns & Newsletter\)](#) and captured using [Adobe Analytics](#).
- [Configure Adobe Target activities \(A/B, Experience Targeting, Multivariate\)](#) to drive customized, personalized, and predictive experiences for specific audience as per client requirement.
- Plan, coordinate and manage the [campaign execution process](#) in compliance with [SLA](#).
- Understand and optimize the [campaign management process to include new campaign requirements, execution and quality control](#).
- Track and monitor campaign results resolve issues and report status to the Account Management team.
- Working within project planning constraints, communicating any [identified project risks and issues](#) to the Senior project managers accordingly and providing inputs related to the change control process.
- [Escalation Management](#).
- Identifying and communicating the technical infrastructure requirements.
- [People management](#) - Managing the Performance evaluation module and learning curves of the reporting resources.

## Projects Delivered:

**Client:** [Ford Motor Company \(Business Websites\)](#)

Below websites are migrated and maintained on AEM tool:

- **Ford** - [PH](#), [VN](#), [KR](#), [Middle East \(22 sites\)](#), [CA \(7 sites\)](#), [Caribbean\(16 sites\)](#), [SSA\(23 sites\)](#), [Brazil](#), [Argentina](#), [South Africa Mexico](#)
- **Ford VIP Lincoln Business Sites:** [Me. Lincoln](#), [South Korea](#), [China](#)

**Client:** [Microsoft corporation](#)

Below websites were migrated and maintained successfully on Microsoft SharePoint and Site Muse CMS:

[Microsoft.com](#), [Small Mid-Size Business](#), [Microsoft Partner Network](#), [Microsoft Enterprise Portal](#)

## Adhoc Internal Projects:

[MSC Assessment Portal](#), <https://www.wppcommerceindia.com/>

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**Associate Content Strategist | Sapient Nitro | Dec 2010 to July 2012**

**CMS:** [Interwoven TeamSite](#)

**Client:** [John Deere](#)

## Roles and Responsibilities:

- Internal track lead Australia Migration
  - Dynamic Flash Implementation: Updating, creation and integration of xml with different templates
  - Content Updating (images, Content, blog, videos, News, Newsletter, Product Features and specifications) and support using TeamSite
  - Solving the team issue and queries and ensuring consistent project deliverables on time
  - Conduct and drive client calls to seek immediate closures
  - Ensured high quality of work to be delivered to avoid project delays and extended costs
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**Web Developer | The Placement Guru | Aug 2010 to Dec 2010**

Website creation and maintenance using PHP, HTML, CSS and WordPress CMS.

Projects Delivered: [The placement Guru](#), [Gowebworld](#)

**Web Developer | Radian Technologies PVT LTD | Jan 2009 to April 2010**

Website creation and maintenance using PHP, HTML, CCS and WordPress and Drupal CMS

Projects Delivered: [Hoticesolution.com](#)

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**CERTIFICATIONS:**

AEM certified business practitioner

**Education:**

Level	University/Board	Year of Passing
B. Tech Computer Science (Graduation)	Kurukshetra	2008
12th	C.B.S. E	2004
10th	C.B.S. E	2002

**TRAININGS:**

- 6weeks training from ZELITE SOLUTIONS in Core Java
- Diploma from SOFTWARE TRAINING NETWORK in Advanced Java

**HOBBIES:**

- Listening songs
- Travelling and visit new places

**STRENGTHS:**

- Great team player
- Attention to detail

I hereby declare that the information furnished above is true to the best of my knowledge. I do hereby declare that above information and facts stated are true, correct and complete to the best of my knowledge and belief.

**Dated:****Signature**