

Varun V

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WORK EXPERIENCE

Cognizant Technology Solutions

Bengaluru, Karnataka

Senior process executive - Google Tag

May 2023 - Present

- Assisted advertisers in optimizing conversion tracking and Google Analytics implementation resulting in an increase in website conversions.
- Identified and gaps in both the product as well as process, assisting in creation and implementation of New SOP.
- Pilot batch for handling GA4 Firebase implementations.
- Created and implemented anonymous feedback surveys to improve the overall production floor morale and feedback process within the organisation.
- Acting as SME consult leading to reduced handling time across the region.
- Proactively take huddles for the EMEA region providing timely product and process updates, ensuring everyone is equipped to deliver the correct and updated information to the clients.
- Appointed as the POC for the new hires and helped assist in raising multiple adhoc requests for system configuration.
- Floor mentor for the nesting batch, helped clarify product, process related queries.
- Initiated the process for positive feedbacks from the Quality team to boost production floor morale.
- Conducted periodic refreshers for L2 and L3 Tasktypes to identify gaps in knowledge and provide training.
- Provide guidance and resolutions to teammates when no supervisor is available to assist.
- Best performer for the months: July, August, October, November.

Regalix India Private Limited

Bengaluru, Karnataka

Associate consultant- Google Tag

Jan 2023 - May 2024

- Developed and Implemented comprehensive conversion tracking systems for clients, resulting in an overall increase in ROI.
- Provided training and support to clients on how to effectively use Google Analytics to make data driven decisions.
- Handled medium scale business for the client within 2 months of production and helped troubleshoot complex issues with a 90% resolution rate.

EDUCATION

M S Ramaiah College of Arts Science and Commerce

Bengaluru, Karnataka

Bachelor of Business Administration

LEADERSHIP EXPERIENCE

M S Ramaiah College of Arts Science and Commerce

Bengaluru, Karnataka

Student council and class representative

Jun 2019 - Jun 2022

- Organized and executed monthly meetings with the BBA department to discuss engagement activities, resulting in an increase in student participation and engagement.
- Collaborated with the college administration to develop and implement a system for students to voice their concerns, leading to improvement in overall student satisfaction and better understanding of ongoing issues and implement solutions for the same.

Chethana PU College

Bengaluru, Karnataka

Dcare captain

May 2016 - May 2017

- Collaborated with campus organizations to organize stress management workshops, resulting in a decrease in reported stress levels among participating students.

SKILLS

Team coordination, Problem solving, Mentorship, Research, People management, Framework creation, Prioritization