

# VARUN V

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## OBJECTIVE

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Aspiring Associate Product Manager with strong technical expertise in implementation and product support, seeking to leverage business-centric thinking, data-driven decisions. Experienced in cross-functional collaboration, optimizing operations, and scaling self-service product features.

## EXPERIENCE

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### Senior Process Executive

Cognizant Technology Solutions | Bengaluru, Karnataka

May 2023 - Present

- Assisted advertisers in optimizing conversion tracking and Google Analytics, leading to increased website conversions.
- Identified product and process gaps, contributing to the creation and implementation of new SOPs.
- Led pilot projects for GA4 Firebase implementations, guiding clients on integration and data analysis.
- Acted as SME, reducing handling time and improving knowledge transfer across the region.
- Conducted training and refreshers for teams, reducing support times.

### Associate Consultant

Regalix India Private Limited | Bengaluru, Karnataka

Jan 2023 – May 2023

- Developed and implemented conversion tracking systems for clients, improving ROI.
- Trained clients to use Google Analytics for data-driven decision-making.
- Resolved complex client issues with a 90% resolution rate.

## EDUCATION

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### Bachelor of Business Administration (BBA)

M S Ramaiah College of Arts Science and Commerce | Bengaluru, Karnataka

September 2022

- 8.58 CGPA Majoring in Marketing

## PROJECTS

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### Automation of Google Tag Process | Cognizant Technology Solutions

Jul 2024 - September 2024

- Collaborated to automate follow-up extractions, reducing errors and enabling team focus on high-value tasks.
- Achieved a 30% increase in operational efficiency.

### Creation of Help Center Articles for Google | Cognizant Technology Solutions

October 2024 – Present

- Worked with Google to develop comprehensive Help Center articles, enabling advertisers to tag their websites independently.
- Streamlined support processes, improving self-service resources for advertisers.

## LEADERSHIP

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### Student Council and Class Representative

June 2019 – Oct 2022

M S Ramaiah College of Arts Science and Commerce

- Led initiatives to improve student engagement and satisfaction through structured feedback systems.

### Dcare Captain

May 2017 – Mar 2019

Chethana PU College

- Organized stress management workshops, reducing reported stress levels among students.

## SKILLS

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- **Product Management:** Business-centric approach, MVP design, Product lifecycle ownership.
- **Technical Skills:** SQL, Java, HTML, CSS, Firebase, Google Tag, Google Analytics.
- **Data Analysis & Reporting:** Extracting insights, A/B testing, KPI monitoring.
- **Project Management:** Task breakdown, Cross-functional collaboration, Timeline management.
- **Communication & Collaboration:** Liaising with vendors, Team mentorship, Stakeholder engagement.

## ACHIEVEMENTS

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- Best performer for the months: July, August, October, November.
- Recognized for contributions to process improvement and technical excellence

## REFERENCES

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### Tarun Jain

Cognizant Technology Solutions - Team Lead | +919902924935

### Vishal Tiwari

Cognizant Technology Solutions - Team Lead | +918197888402