**Tejaswi**

**Professional summary:**

Having 8+ years of experience as a Web Analytics Developer, specializing in optimizing customer journey analytics through expert implementation of Adobe Analytics and JavaScript. Successfully led tag migration for 12 Microsoft websites in a two-month timeframe, showcasing exceptional project management and stakeholder communication skills. Configured audience-based personalization strategies to deliver tailored experiences using Adobe Target. Possesses robust front-end development capabilities and a strong focus on quality assurance, aiming to leverage technical proficiency to drive impactful analytics solutions.

**Technical Skills:**

|  |  |
| --- | --- |
| * Front-end development * DevOps principles * JavaScript * Adobe Target * Unit testing * AEP/CJA/AJO * jQuery * AngularJS * Adobe Analytics * Tealium | * Google Analytics Suite 360 * Adobe Campaign * Dynamics CRM Campaigns * MS SQL Server * MS-Access * JavaScript frameworks * Workflow automation * Quality assurance controls * HTML and CSS proficiency |

**Professional Experience**

**Client: Horizon BCBS - Jersey City, NJ Jan 2020 – Present**

**Role: Web Analytics Developer**

**Responsibilities:**

* Implementing JavaScript Tags for in-house web analytics solution using Adobe Launch Tag Manager
* Defined technical specifications for analytics and instrumentation needed for several Microsoft website properties
* Created connections from Adobe Experience platform (AEP) to Customer Journey Analytics (CJA) platform
* Designed and developed dashboards and reports in Adobe CJA and Adobe Analytics, providing real-time insights into customer behavior and journey trends.
* Conducted in-depth analysis of AA and CJA data, applying metrics, dimensions, and filters to uncover actionable insights for business stakeholders.
* Connected Adobe Target with Adobe Analytics for advanced test analysis and data-driven decision-making.
* Worked on SaaS-based analytics platforms for customer journey tracking and performance measurement.
* Deployed Adobe Target's Automated Recommendations to enhance product discovery and engagement
* Assisted in the integration of Adobe Analytics with ERP systems for enhanced business intelligence reporting.
* Collaborated with cross-functional teams to implement SaaS solutions for marketing and customer data analytics.
* Designed data pipelines to connect ERP systems with business intelligence tools like Power BI and Tableau.
* Test and validating the tags before and after the release to check the development to work as expected
* Created a Best Practices Guideline Document for the development team
* Prebuilt the artificial intelligence (AI) and machine-learning models in Adobe Experience Platform to influence various points of the Customer Journey Analytics
* Effectively Communicating with the Stakeholders and gathering the Business Requirements
* Creating Monthly Dashboards and Ad-Hoc Analysis for the client
* Led data stewardship efforts within AEP Data Lake, ensuring data integrity, accuracy, and compliance for reporting and analysis.
* Extracted metrics data to Excel by using Adobe Report Builder.
* Developed adobe analytics report templates and distributed monthly reports to business users
* Creating Tagging Spec documents for multiple scenarios and Implement tagging for Multiple Scenarios
* Created web audits, web journey's using ObservePoint
* And created rules for each audit and journey based on requirement
* Implemented web analytics solutions to track marketing campaign performance and optimize customer acquisition.
* Analyzed digital marketing metrics, including CTR, conversion rates, and user engagement, using Adobe Analytics and Google Analytics.
* Developed and managed campaign tagging strategies for paid search, display ads, and social media tracking.
* Provided data-driven recommendations for optimizing landing pages and digital marketing funnels.
* Analyzing the web traffic, Click tracking data and assist with reporting requests
* Building Adobe workspace reports, dashboards, report builder, submitting data warehouse requests to help business understand and analyze the data

**Environment:** Adobe Launch Tag Manager, Adobe Analytics, Adobe Experience Platform (AEP), Customer Journey Analytics (CJA), Adobe Target, ERP systems, Power BI, Tableau, Excel, JavaScript, HTML, CSS.

**Client: South East Missouri State University - Missouri, MO Aug 2018 – Dec 2019**

**Role: Graduate Assistant - Web Analytics**

**Responsibilities:**

* Implemented site / page / component level tags for traffic, conversion variables and events rules using Google tag manager for graduate school webpages
* Handled HTML & CSS Errors, duplicate Pages error, 404 errors, and Broken Link errors, Meta Tag, Canonical Tag, and Alt Tag
* Develop design and impl
* Integrated marketing analytics with CRM tools like Salesforce and HubSpot for enhanced customer insights.
* Utilized A/B testing platforms like Adobe Target and Google Optimize to optimize digital marketing strategies. Mentation plan for the web properties
* Responsible for capturing analytics requirements in discussions with Graduate and International Student Services teams
* Provided inputs and best practice recommendations on campaign tagging and additional on-site tracking for Google Analytics
* Designed various practical Data Visualizations, Charts, Dashboards, Prototypes and Demos, published it in various Tableau workbooks for Analytical Projects and Data Visualization teams

**Environment:** Google Tag Manager, HTML, CSS, Google Analytics, Adobe Target, Google Optimize, Salesforce, HubSpot, Tableau.

**Client: Cognizant - India Sep 2017 – July 2018**

**Role: Web Analytics Developer**

**Responsibilities:**

* Implemented Adobe Analytics & Google Analytics tracking for travel booking platforms, ensuring accurate data collection for flight bookings, hotel reservations, and vacation packages.
* Developed event-based tracking for user interactions, such as search filters, destination selection, and booking funnel tracking to optimize customer experience.
* Developed report suites using Adobe Analytics Report builder and dashboard for customer journey and conversion metrics
* Developed custom java script to enhance data layer script and capture data from DOM objects
* Testing/QA team to debug/test the web analytics tags
* Completed performance testing in SIT and UAT environments
* Integrated Adobe Launch and Google Tag Manager (GTM) to deploy and manage tracking scripts for multiple travel and lifestyle websites.
* Configured eVars, props, and custom events in Adobe Analytics to track user searches, itinerary views, and cart abandonment rates.
* Developed JavaScript-based tracking solutions for dynamic pricing models, real-time availability updates, and personalized travel recommendations.
* Optimized campaign tracking by setting up UTM parameters, marketing channel attribution, and cross-device tracking to measure customer acquisition and engagement across digital channels.
* Performed audit reports for pages in Observe Point
* Implemented new events and eVars and props as per business requirements
* 3rd party debugging tools -Adobe debugger, Omnibug, Observe Point
* Work closely with developer teams to define data layer taxonomy and develop a technical specification document with inherent instructions to deploy the data layer JS object and DOM objects

**Environment:** Adobe Analytics, Google Analytics, Adobe Launch, Google Tag Manager (GTM), Adobe Report Builder, Custom JavaScript, Adobe Debugger, Omnibug, ObservePoint, SIT/UAT environments.

**Client: Global Logic - India July 2016 – Aug 2017**

**Role: Jr. Web Analytics developer**

**Responsibilities:**

* Design the implementation of Google Tag Manager (GTM) for the individual and community health groups
* Debugging the data flow to site catalyst via Tealium using Charles debugging proxy
* Set up usability tracking using GTM to understand user's click behavior to complement ad hoc UX research results and analysis
* Generate analytics reports using Google Analytics Premium platform for corporate and 30+ provider sites
* Building Report builder custom reports and dashboards to help business validate the data after the implementation
* Validate the analytics data using Charles Proxy Server and Digital debugger Tool
* Auditing, prioritizing and fixing technical issues for a better indexation
* Handled HTML & CSS Errors, duplicate Pages error, 404 errors, and Broken Link errors, Meta Tag, Canonical Tag, and Alt Tag
* Liaising with business stakeholders to deliver technical SEO

**Environment:** Google Tag Manager (GTM), Tealium, Charles Debugging Proxy, Google Analytics Premium, Report Builder, Charles Proxy Server, HTML, CSS.

**Education**

* Computer applications, Southeast Missouri State University, Cape Girardeau Missouri December 2019