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| ThanarajRK-2.png | **Thanaraj  *Digital Marketing Analytics Professional*** **Email:** [thanaraj.374699@2freemail.com](mailto:thanaraj.374699@2freemail.com)  **Visa Status : Visit Visa up to 29th January’ 2018** | |
| **CAREER OBJECTIVE** | |

To seek a challenging career position and opportunities in order to gain and leverage cross functional experience, Business, Digital marketing analytical and technical skills and in turn to make significant contributions to the organization.

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| **SUMMARY** |

**A Digital Marketing Analytics Professional with 10+ years** of Experience in Digital marketing, Social media and Web analytics, Keyword research, Web traffic reporting, Campaign analysis, Mobile marketing, Email marketing, Designing dashboards, SEM,SEO, A/B and Multivariate testing, Segmentation analysis, Omni channel concepts, Competitor analysis, Adobe analytics, Omniture SiteCatalyst, Own, Earn, Paid media and Google analytics. And 6 years experience in Web Development and designing.

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| **EXPERTISE** | | **CORE COMPETENCY** | |
| * Brand Building * Strategic Planning * Project Management * E-Commerce/Retail * Team Management | * Traffic Analysis * SEM & SEO * Market Research * Email Marketing * A/B, Multivariate Testing | | * Web Content Management * Social Media * Google Adwords & PPC * Personalization * Customer Journey analysis |

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| **ROLES & RESPONSIBILITIES** |

* Rich and extensive experience in Digital marketing to provide actionable insights, customer journey & end-user solutions for key strategic initiatives
* Having expertise with Earned, Owned and Bought Media data analysis
* Persona and Net promoter score (NPS) analysis
* Analytics professional with extensive experience in cross-channel marketing. Expertise in tracking, analyzing, and optimizing performance. Experience in mentoring and leading analysts.
* Digital analytics, media analytics, tagging, primary research, CRM, social media, test design, mobile, data visualization, dashboards, relational databases, segmentation, data strategy, and innovation.
* Specialized in Customer Lifecycle Management/CRM, Cross-channel marketing, campaign marketing & Analytics solutions.
* Working with large volume of datasets with detail oriented, providing high quality insights for key marketing decisions
* Measure the effectiveness of online marketing campaigns by analyzing web traffic data as well as customer and business metrics
* Innovate - defining new areas for solutions and improvement - and executing on those ideas for the business
* Communicate confidently and proactively with customers throughout the project life cycle
* Interacting with Business stakeholders to understand their reporting and analytical needs
* Creating the technical specifications and deploying the same using SharePoint to implement the digital analytics solutions
* Partnering with the Marketing and planning teams to provide actionable data, analytical insights and end-user solutions for key strategic initiatives
* Designed, customized solutions and technical tag implementation strategies
* Collaborate with different Third party agencies/vendors, analytical organizations, end users and different R&D market research needs
* **Specialities:** Digital Marketing, Web Analytics, Social media analytics, SEM, SEO, Adobe Analytics (Omniture SiteCatalyst), Google analytics, Double-click, Web Trends, Report builder, VBA/Macro Excel Reporting, Advanced Excel, PowerPoint presentations, HTML, JavaScript, CSS, Photoshop, Flash MX, SQL queries, Video analytics, knowledge in tagging, creating innovative business dashboards based on the scope and digital market research about the traffic analysis, dashboards, campaign analysis & their effectiveness, creating PowerPoint presentations with grate significant insights based on the data traffic growth for business.

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| **ACADEMIC QUALIFICATIONS** |

2010-2011 **M.B.A.** International Business Alagappa University, Tamilnadu  
 1995-1999 **M.C.A.** Computer Applications Bharathidasan University, Tamilnadu   
 1991-1995 **B.Sc.** Computer Science Bharathiyar University, Tamilnadu

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| **PROFESSIONAL EXPERIENCE** |

Principal Engineer, Analytics at M/s.Harman Connected Services, Bangalore 2016-2017  
Domain: Healthcare, Hospitals, Car Rentals marketing analytics projects

Web Marketing Analyst, at M/s. VMware Software India Pvt. Ltd. Bangalore 2013-2016  
Domain: VMware IT Software products Digital Marketing Analytics projects

Consultant Technology (BFSI), at M/s. First Forte Consulting, Chennai 2012-2013   
Domain: Digital Marketing Consultant (Insurance)

Assistant Manager, Insights at M/s. Xerago e-Business Services, Chennai 2011-2012  
Domain: Banking, Real Estates, IT Software Analytics projects

Global Digital Data Analyst, at M/s. Wunderman International (a WPP), Delhi 2010-2011  
Domain: Ecommerce/Retail projects  
  
Senior Web Analyst, at M/s. Oracle India Pvt. Ltd, Bangalore 2006-2010   
Client: Oracle GMSS Marketing Team projects

Web Analyst, at M/s. TeamLease Services Pvt. Ltd, Bangalore 2006-2006   
Client: Oracle Global Marketing (B2B) Analytics Team projects

Senior Web Designer, at M/s. PeerMe Software Technologies Pvt. Ltd, Bangalore 2005-2006   
Domain: Web designing and development projects

Senior Web Designer, at M/s. Overtake Software Technologies Pvt. Ltd, Bangalore 2003-2005   
Domain: Web designing and development projects

Web Designer/Hosting Support, at M/s. Incom Solutions Pvt. Ltd, Chennai 2000-2002   
Domain: Web designing projects

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| **PERSONAL DETAILS** |

Date of Birth : 02/July/1972  
Sex : Male  
Marital Status : Married  
Nationality : Indian   
Language Proficiency : English, Tamil, Telugu, Kannada and Hindi  
Passport Number : Expiry Date: 06/12/2026   
Visa Status : Long term Visit Visa expires on Jan’2018

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| **CERTIFICATIONS / WORKSHOPS / TRAININGS** |

* Digital & Social Media Marketing Analytics, IIM, Bangalore
* Marketing Methods and Techniques by Bayt.com
* Marketing Research Test by Bayt.com
* Certification Program in Business Analytics, Manipal Global Education Services
* Reports & Analytics Advanced Features and Tools, Adobe Marketing
* Advanced Excel Training Program
* Participant of “Analytics Olympiad” 2016 Semi-Finalist
* India Analytics and Big Data Summit 2016, UNICOM
* CYPHER, Analytics India Summit 2015, Analytics India Magazine
* The Best of Global Digital Marketing Conference 2015 (Estonia), Best Marketing International
* Big Data Technical Training Program
* Participated Customer Centric & Handling Crucial Conversations Workshop