**Portfolio:** [**www.iampavan.us**](http://www.iampavan.us) **Pavan Koneru Digital Adobe & Tealium Specialist**

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Adobe certified analytics developer Adobe Trained Campaign Developer

Tealium iQ, Event Stream & Audience Stream Architect

**Sr Data Engineer with 10+ years of experience in User Experience, Campaign Management, Analytics, Digital Marketing and SEO across Web and Mobile digital channels.**

Skills Summary

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| --- | --- | --- | --- |
| * **Adobe Campaign 6 and Campaign Standard Expert** skilled in administration, development, rollout, and campaign analysis
* Experienced in Adobe Audience Manager Segmentation and integration with CRM and Adobe Campaign
* Expert in developing templates, business rules, workflows, and enriching worktables.
* Creating HubSpot Campaign Landing Pages, Forms and Marketing Pages
* Rolled out 100+ marketing and notification campaigns across email and social.
* Experienced in updating files, enriching worktables, and handling doubles.
* Expert MySQL and GBQ Server Query Creation
 | * **Web Analytics Expert** skilled at synthesizing company-wide data using Key Performance Indicators (KPI) and creating dashboards and presentations to marketing teams, and senior managers.
* **Expert** in Implementing the Web Analytics, A/B Testing, Multivariant Testing on Single Page websites developed on ReactJS or AngularJS.
* Expert in **Adobe Analytics, Adobe Dynamic Tag Manager**
* Expert in Google Analytics 360 suite (Tag Manager, Google Analytics, Google Optimizer)
* Expert in **Tealium** **iQ**, **Event Stream** and **Audience Stream** solutions.
* Experienced in implementing Adobe Test and Target, Adobe Mobile Analytics executing A/B and Multi Variant testing.
 | * **Tableau 8/9/10** experienced in developing visualization dashboard and charts reports using Tableau Desktop,

Tableau public and Tableau Server 10.x. * Expert in using tableau advanced like new Visualizations, Forecasting, Data Blending, Parallelized Dashboard, Hyperlink Objects, Color-coded tabs, Tool Tips in Tableau 10 desktop/Server.
* UI development skilled using Adobe Experience Manager, HTML, CSS, Java Script, Angular Js, Type Script, Node Js, Bootstrap …
* Experienced in extraction, processing and loading of data using Alteryx.
* Proficient in SEO techniques and optimization
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**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| UI Web Technologies | HTML5, CSS3, XHTML, XML, JavaScript, AJAX, JQuery, JSP, UI Concept Modelling/Wire framing |
| Content Management | Adobe Experience Manager (6.1 / 6.3), WordPress |
| Campaign Management | Adobe Campaign (V7/V6.1), Oracle Eloqua, Kitewheel |
| Analytics  | Tealium – iQ, Event Stream, Audience StreamAdobe Analytics Cloud – Adobe Tag Manager, Adobe Analytics, Adobe Test & TargetGoogle Analytics 360 – Google Tag Manager, Google Analytics |
| Reporting | Adobe Report Builder, Altreyx, Tableau |
| Frameworks | Backbone.js, Angular.js, Ext.js, React.js, Node.js, Knockout.js |
| Database | Google BigQuery, MySQL, SQL Server 2012, Oracle 11g |
| DevOPS | Atlassian JIRA, Confluence, Github, Maven, Gulp, Jenkins, Chef, Dynatrace.  |
| IDE | Microsoft Visual Studio.Net, Eclipse, Notepad++, Brackets |
| Web server | Internet Information Server (IIS), Tomcat, Apache  |

**EDUCATION:**

* Bachelors in Electronics and Communication Engineering – JNTU
* Masters in computer science – Full Sail University

**EXPERIENCE:**

[**Achieve Financial**](https://www.achieve.com/) **(San Mateo, CA) Sr Data Engineer April 2021 – Till Date**

* As a Senior Data Engineer, I spearheaded the architectural design of Tealium across diverse applications, maximizing its potential and functionality.
* Collaborated with multiple Business Units (BUs) to ensure the proper implementation of the Data Layer for comprehensive flow tagging, enabling the integration of various marketing tags through Tealium iQ and server-side solutions.
* Implemented Tealium (Data Layer code -> Tealium iQ -> Merkle Tag -> Tealium Event Stream -> Jarvis (Internal application) -> Create Audience -> Publish the personalized experience to the different Audience profiles)
* Implemented an advanced lead data management system within the company's digital setup. Used Tealium iQ to smoothly transfer lead data to various platforms such as **Adform**, **Cake**, **Criteo**, **Facebook**, **Google Ads**, **Hotjar**, **LinkedIn Insights**, **LiveIntent**, **MSN Bing**, **Outbrain**, **Taboola**, **TikTok**, **Twitter (X)**, **Jing**, and others. Employed Tealium **EventStream** to maintain consistency between **browser** and **server** data transmission, with **deduplication** logic to combine **lead** data sent through both channels. This approach ensured accurate counting of leads across channels and identified unique leads sent only from the server, improving lead tracking precision and optimizing marketing strategies.
* Utilized Taboola's native advertising platform to expand the reach of content and drive traffic to the company's website. Strategically managed Taboola campaigns, optimizing targeting parameters and ad creatives to achieve a **74%** increase in click-through rates and **30%** decrease in cost-per-click. Migrated the Taboola pixel implementation to Server side, reducing the risk of losing data sent to Taboola via the browser and minimizing its impact on page load. This strategic move ensured more reliable data transmission while improving overall website performance.
* Implemented Adobe Analytics tracking and reporting across digital properties, enabling data-driven marketing insights.
* Built custom report suites and KPIs to align with business goals, improving the visibility of user behaviors and marketing performance.
* Acted as the SME for Adobe Analytics, collaborating with stakeholders to define and refine technical requirements and tag management solutions.
* Led a comprehensive Customer Journey Optimization (**CJO**) project, leveraging **data-driven** insights to enhance **customer experiences** across multiple touchpoints and drive measurable improvements in conversion rates.
* Developed **Python**-based Airflow DAGs to **automate** the extraction, transformation, and loading (ETL) of data into Tealium Data Source, enabling the creation of targeted audiences in Tealium Audience Stream for precise **marketing** segmentation across **multiple** channels.
* Engineered **Airflow DAGs** to seamlessly integrate with Tealium APIs, orchestrating the flow of data from disparate **sources** to **Tealium** Data Source, thereby empowering **marketing** teams to leverage **audience** insights for **personalized** and **effective** marketing campaigns.

[**LPL Financial**](https://www.lpl.com/) **(Fort Mill, SC) Digital Marketing & Strategy Specialist March 2019 – April 2021**

* As a Digital Marketing & Strategy Specialist, I led the design of architecture for integrating Adobe Cloud Platforms with various applications, ensuring optimal utilization of its capabilities.
* Implemented Experience Targeting (Data Layer code -> Adobe Launch -> Load Target -> Add Params to Target -> Create experience -> Create Audience -> Publish the personalized experience to the different Audience profiles)
* Implemented end-to-end Re-marketing campaigns to the advisors using the Google Display Network (Create Google Ads Account -> Place google tag on the Site -> Create the Display campaigns/search campaigns/ Banner Campaigns on YouTube & Gmail -> Create audience through from the visitors to the site -> publish the campaign)
* Custom Forms are sent to the Advisors based on their profile using Adobe Target Form Based experience by using the Form Builder.
* Helped the team in migrating from **Adobe Dynamic Tag Manager** to **Adobe launch**
* Creating HubSpot Campaigns Landing Pages, Marketing Pages and Forms.
* Designed and developed Tableau visualization reports using the Adobe Analytics Data and SQL data to meet the business requirements.
* Helped in installing the Robotic Automation Process Tool **WorkFusion**
* Designed and developed Business Processes in WorkFusion
* Developed a generic framework for WorkFusion project that is used across different projects.
* Creating machine task/Java project design and conduction code reviews

[**Capital Group**](https://www.capitalgroup.com/) **(Irvine, CA) Adobe Specialist Jan 2019 – Mar 2019**

* As an Adobe Specialist was responsible for designing the architecture of the Adobe Cloud Platforms integrations with various applications and getting most of it.
* Implemented Experience Targeting (Data Layer code -> Adobe Launch -> Load Target -> Add Params to Target -> Create experience -> Create Audience -> Publish the personalized experience to the different Audience profiles)
* Custom Forms are sent to the Advisors based on their profile using Adobe Target Form Based experience by using the Form Builder.
* Helped the team in migrating from Adobe Dynamic Tag Manager to Adobe Launch.
* Spearheaded the implementation of Kitewheel's customer journey orchestration platform, facilitating seamless integration with existing systems and enabling personalized customer interactions at every stage of the journey.
* Utilized Kitewheel's advanced analytics capabilities to analyze customer journey data, identify key touchpoints, and optimize marketing strategies for enhanced engagement and conversion.

[**Blue Cross Blue Shield of MA**](https://home.bluecrossma.com/) **(Boston, MA) Senior Adobe Developer** **Jan 2018 – Dec 2018**

* As Adobe Marketing Cloud – Lead Developer responsible for campaigns and analytics solutions execution in collaboration with Marketing, Product, and technology development teams.
* Designed Analytics SDR, defined eVars, Props, events, processing rules and implemented using Adobe Launch.
* Designed and implemented report suites and dashboard reports using Adobe Analytics Reports
* Responsible for design and rollout of multi-channel campaigns (Email and SMs) using Adobe Campaign.
* Defined campaign process and developed delivery templates, workflows, segments, business rules and configured to Lead DB.
* Led End-to-End tool kit integration from experience development -> campaign rollout -> tag management -> capturing and analysing Visitor metrics -> optimizing through A/B testing (Adobe Experience Manger -> Adobe Campaigns -> Adobe Launch -> Adobe Analytics -> Adobe Target
* Creating Form Based experience in Adobe Target.
* Unique form displays to the users by sending the Analytics data -> Target -> Creating Segments -> assigning Unique Form type to each of those Segments -> Capture the data back into Analytics and create an in-depth visualization reports for the business.
* Designed and developed Tableau visualization reports extracting data from Analytics DB and Data Lake
* Planned and designed migration from Dynamic Tag Manager to Adobe Launch
* Executed A/B testing for sites and landing pages to increase conversion rates and maximize user experience using Adobe Target.
* Mapping the Analytics Data with Teradata DB using the Alteryx tools In-Database, Preparation, Join and Reporting.
* Preparing the Tableau dashboard by using the consolidated data after joining the Analytics Data and Teradata DB.

[**Express Scripts**](http://www.express-scripts.com) **(St. Louis, MO) Digital Tech Lead July 2017 – Dec 2017**

As Adobe Specialist, responsible for PRC product ([www.prc.com](http://www.prc.com)) launch providing Campaign, Analytics and Personalization solutions

* Led digital campaign and analytics solutions execution in collaboration with Marketing, Product, and development teams.
* Managed a 4-member team supporting Campaign and Analytics project requests from multiple LOB’s.
* Responsible for design and rollout of 30+ Provider and Pharmacy multi-channel campaigns (Email and SMS) using Adobe Campaign 6.
* Defined campaign process and developed delivery templates, workflows, segments, business rules and configured to Lead DB.
* Led End-to-End tool kit integration from experience development -> campaign rollout -> tag management -> capturing and analysing Visitor Metrix -> optimizing through A/B testing (Adobe Experience Manger -> Adobe Campaigns -> Adobe Dynamic Tag Manager -> Adobe Analytics > Adobe Target (Form Builder, A/B or Multivariant views, personalized views))
* Developed data model and extracted data from Analytics DB to Teradata Reporting DB using Alteryx.
* Expertise in developing visualization reports using Tableau.
* Executed A/B testing for sites and campaigns to increase conversion rates and maximize user experience using Adobe Target.

[**TracFone Wireless**](https://www.myfamilymobile.com/) **(Miami, FL) Digital Analytics & Tableau Specialist July 2016 – Aug 2017**

TracFone Wireless designed a whole new website to replace the existing T-Mobile website for their brand Walmart Family Mobile (WFM). Project scope involves launching personalized web experiences to target audience, Capturing Web Analytics and Optimization running A/B Testing

**Responsibilities:**

* As Digital Technology Lead, responsible for end-to-end implementation of **Tag Management - > Analytics -> Optimization (A/B Testing)** for newly launched product.
* Designed and implemented eCommerce data Layer to measure online shopping behaviour based on product revenue, tax, zip, coupon applied, and purchases made using **Tealium Tag Manager, Adobe Analytics** and **Adobe Test & Target**
* Designed and implemented Tealium Universal Data Objects, Data Layer and tags covering conversion variables, traffic variables and events.
* Practised Tealium best practises for UDO development, optimized performance through utag.js, debugging and resolving tag issues.
* Developed solutions for implementing Tealium cookies, publishing workflows and analytics integration.
* Content optimization based on analytics resulted in improving visitors by 250%, 30% increase in online sales and significant reduction of calls to Call Centres.
* Implemented Adobe report builder dashboards for partner sites using Analytics, Tealium Tag Manager, Optimize and Attribution
* Generated Analytics Metrics on Bounce Rate, Visit Duration, Click Through Rate (CTR), Average Organic Page Ranking and demonstrated to executive team on opportunities for improvement.
* On successful optimization of content TracFone **Pay-Per-Use plan resulted in a 3X increase** in sales of mobile connections in April & June 2017.
* Extracted the data from back-end services and databases using different quires.
* Troubleshoot the issues and fix the bugs in SQL server.
* Developing Tableau Dashboards (Analytics Data -> SQL Data -> Tableau Desktop -> Create the Visualization -> Publishing the Dashboard to Tableau site)

[**Genpact**](http://www.Genpactm) **(Hyderabad, IN) Digital Marketing Analyst Nov 2015 to Dec 2015**

UHC project re-design of public facing sites and post-login experiences. As a member of UI team, responsible for developing responsive sites and campaigns pages.

**Responsibilities:**

* Functional and technical knowledge **of Neolane (Now Adobe Campaign) on email campaign, direct mail campaign, delivery templates.**
* Define campaign objectives, target audiences, strategies, and identify the optimum marketing mix of deliverables, events, and media.
* Developed responsive HTML’s for Campaigns and User Interfaces using HTML, CSS, Java Script
* Designing and building workflows for direct mail campaigns
* Developed and maintained UHG plan pages and DAM assets using CQ5.
* Involved in redesigning the entire site with CSS styles for consistent look and feel across all browsers and all pages.
* Developed different JQUERY component in MVC micro architecture framework which internally use various design pattern such as singleton, command, delegate, etc.
* Experience in optimizing web applications and web contents utilizing various Search Engine Optimization (SEO) techniques

[**InsideView**](http://www.Insideview.com) **(Hyderabad, IN) Adobe Campaign, Analytics & Tableau Developer Sep ‘14 to Jun 2015**

As a member of Digital Marketing team, responsible for developing and managing **Marketing Websites Campaigns and Analytics** using HTML, CSS, Angular JS, CQ5, Oracle Eloqua, Google Tag Manager, Google Analytics, and Digital Marketing Campaigns.

**Responsibilities:**

* Reviewed and Analysed business requirements and functional specifications
* Develop and rollout of **Social Media, Brand Management, Social Media Campaigns**
* Define, create, and execute integrated marketing campaigns to support 20 client hotels across North America.
* Developed HTML’s for email campaigns and **rolled out campaigns using Oracle Eloqua.**
* Create and maintain Segmentation schemes in Oracle Eloqua.
* Provide recommendations for improving campaign performance and efficiencies including automation and CRM tool/data enhancements to achieve **maximum marketing ROI.**
* Develop PowerPoint's and Excel reports for campaign deliverables to clients and ad agencies.
* Designed and developed User Interface using CSS, LESS, HTML and JavaScript.
* Implemented Google Tag Manager and Google Analytics on marketing sites, generated reports summarizing campaign traffic by location, New Vs Existing users, Bounce rates etc.
* Developed HTML’s for email campaigns and rolled out campaigns using Oracle Eloqua.
* Closely monitored the conversion rate of the email campaigns.
* Developed static web pages, landing pages, category landing pages using content management system, Adobe CQ5.

[**Adaptiz**](http://www.Adaptiz.com) **(Hyderabad, IN) (Full-Time Internship Until May 2013) Mobile Developer July 2012 to Aug 2014**

**Project 1:** Med Photo Web and Hybrid App to provide seamless organization of patient photos for doctors utilizing iPads/iPhones for medical photography as well as quick communication. This App enables connectivity and maintains the relationship between Doctor to Patient, Doctor to Doctor and Clinic to Doctors.

**Responsibilities:**

* Responsible for design and development of IOS SDK
* Used Storyboard to design the UI wireframes of the application.
* Implemented the IOS Adapter views like List View, Grid View and Gallery.
* Enhanced the application outlook by adding the organization logo throughout the app.
* Provided the IOS 7 look and feel by using flat images/icons.
* Obtained the list of Hotels and Restaurants in the city using Yelp API.
* Implemented the Import & Merge functionality within the app.
* Interfaced with web APIs and worked with REST patterns and employed JSON structures.
* Included Images, videos and Map information into the App.
* Implemented Augmented Reality using ARKIT.
* Tracked the app usage by integrating third party analytics tools.
* Identified and fixed any bugs reported during testing phase of the project.

[**My Edu Guru**](https://myeduguru.org/) **(Full-Time Internship) Freelance Android Developer Nov ‘11 to June’12**

**My Edu Guru App:** Developed Android App to enable students to register and enrol for colleges online. (Play Store Link: <https://play.google.com/store/apps/details?id=my.edu.guru> )

**Responsibilities:**

* Designed and Developed the User Interface for Android Mobile application in PhoneGap using HTML, CSS, JavaScript, and Java
* Created a custom submission form with using **parse.com** as backed database.
* Designed and developed User Interface using HTML, CSS, and JavaScript
* Developed a Custom Form for submitting the user details.
* Documented the design documents and release notes.