# *15 years of being part of various Digital & Data Product’s customer Journey by building optimized and adoptable Marketing, Analytics, Technology and Cloud Solutions around the Finance, Retail and Healthcare Industry. Utilizing Data and Technologies to drive the Product’s design, User Experience (UX), strategy and implementation through SDLC & Agile design principles by incorporating innumerable design patterns, measurement frameworks and parallelizing concepts that can be decoupled to expedite the Product life cycle at their various stages from discovery to shipping.*

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# Overall Experience Summary :

### **Senior Product Manager**

### **GSK ( Sep 2018 – Current )**

* Lead the business development of Vaccine and R&D data products making it cost effective and scalable with hybrid cloud infrastructure enablement and satisfying various critical business requirements by mapping the adoption OKRs with various elements of the Azure Stack and other data prep and enhancement toolsets and capabilities.
* Responsible for driving data specific microservices using API integrations to develop a robust lowcode solution that would showcase scalability, elasticity and improving the time to market lifecyle.
* Manage, prioritize and work with senior leaders , engineering and QA team on new development and production support.
* Work with a cross functional group to optimize the technical solutions footprint and total cost of ownership
* Manage data security and governance and follow GxP compliance and GDPR policies and regulatory procedures to keep the product deliveries within compliance.

### **Marketing Manager**

### **Client : Influnet50 (AARP.org) ( Sep 2017 – Sep 2018)**

### **Company : Consortium Inc**

* Lead the Analytics & Reporting for the Discount Line Of Business : Omnichannel Marketing Campaigns Via Adobe Cloud Marketing Platform.
* Responsible in creating and developing solutions like marketing channel : client engagement report with a break through insights on budget forecasting for the coming quarter and an entire fiscal year.
* Leveraged Adobe Analytics heavily to build the analysis of tracking the offline and online marketing channels in an automated way to result in cost effective user analysis on various customer touch points.

### **Digital Analytics & Digital Marketing – Product & Tech-Lead**

### **Client : CAPITAL ONE ( Feb 2012 – Sep 2017)**

### **Company : Cognizant**

* Have lead the team in the planning and execution phase of Digital Data Product evolution of Capital One Bank from traditional systems and strategies to evolving into a technology first organization.
* Adobe Marketing & Analytics Suite coupled with Tag Management Solution-Ensighten and a highly productive software development lifecycle being used to delivere high quality and time sensitive Digital Analytics Products to the market with end to end regression testing which in turn enhanced their web and mobile user experience.
* This Data driven product strategy resulted in a lot of UI design evolutions and framework methodologies like publisher-subscriber data model for click-stream data to federating out tech with business goals as a singular marketing and analytics framework created a lot of new business opportunities for the tech driven business solutions.
* Lead the Cognizant AI & Analytics team members, by being involved in mentoring and managing them right from the onboarding process to performance feedbacks and handling appraisal cycles for each individual in the team. Played a prime role in building multiple new Product Proposals, Digital Marketing and Data Analytics Workshop Sessions and Product Road-Maps converting prospects to clients. In this 6 year tenure also increased the account revenue from 2 million to 5 million and decreasing the product development lifecycle from 4 weeks to a day’s timeframe.

# Previous Experiences :

### **Digital Analytics & Digital Marketing Consultant**

### **Client : Possible World Wide : Advertising Firm for P&G ( Sep 2011 – Feb 2012)**

### **Company : TekSystems**

### **Web Analytics Consultant**

### **Company : HyTech Consulting INC ( Apr 2011 – Aug 2011)**

### **Search Engine Marketing Consultant**

### **Company : DIRECTI ( Mar 2006 – Jun 2009)**

# Education History & Certifications

*\*For additional certification info please check my LinkedIn*

Bachelor of Engineering in Computer Science & Engineering | Year 2005

**Biju Pattnaik University of Technology (Odisha, India)**

Masters Certification Program in Internet Marketing | Year 2011

**University Of San Francisco (USF)**

**Certifications :** Certified Scrum Product Owner , SAFE Certified Product Owner

# API Design & Developments : **Google Cloud API Platform**

Marketing In a Digital World & Digital Analytics for Marketing Professionals | Year 2016

# **University of Illinois at Urbana Champaign**

# Skillsets

* Product Design & Product Management :

Designing and creating API’s and Microservices, Cloud Architect, Solution Designing Streaming Solutions

JIRA, Airfocus, Wrike, Roadmunk, Product Plan,API Fuse, MIRO, Productmap, Mindmap

Prototyping Tools for Product Design : Invision, Sketch, Marvel, Figma, Adobe XD, Origami, Zeplin

Brand Management & InfoGraphics : Logo Maker, Canva , Easel.Ly, Adobe Spark, Weebly

CI/CD & Automation Testing Framework: Circle CI, Gitlab, Jenkins, Selenium

* Data Platform :Azure, Collibra, Adobe Real-Time Data Platform, Talend, Adobe Audience Manager
* Database & Data Management : Data Preparation, Configuring Data Pipelines with various API integrations, Machine Learning , Database Structures and Algorithms, Pattern Recognition, Data Quality, MySQL, COSMOS
* Data Analytics & Data Science : Databricks, Power BI, Adobe Analytics, Google Analytics, ThoughtSpot, ReportBuilder
* Cloud Platform : Azure, AWS, GCP
* Tag Management Solutions : Ensighten, TealiumIQ, Tealium Eventstream, Adobe Dynamic Tag Management, Google Tag Management
* Programming Languages : Python, JSON, Javascript, JQUERY, Spark SQL,YAML, XML, CSS, HTML, ReactJS, SQL
* Martech Tools- Optimizely, Exact Target, Appannie, Serpstat, Marketo,Chango, Rocketfuel, Similarweb ,Facebook Insights, Facebook Ads, Flatpack, Google Adwords, Google Web Master,Youtube Insights, Google trends, Adobe Test & Target,Google Paid Search , Clarabridge,IBM TeaLeaf, Mix Panel, ClickTale , WordPress, Feedly, SEMRush, Moz, Copyscape, Quora, Mailchimp,