Srijeet Mishra

DIGITAL ANALYTICS CONSULTANT

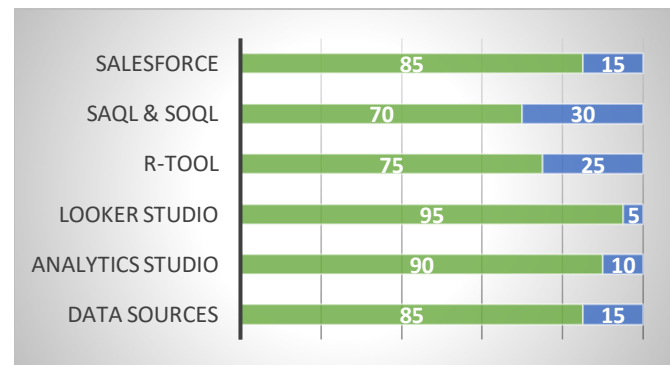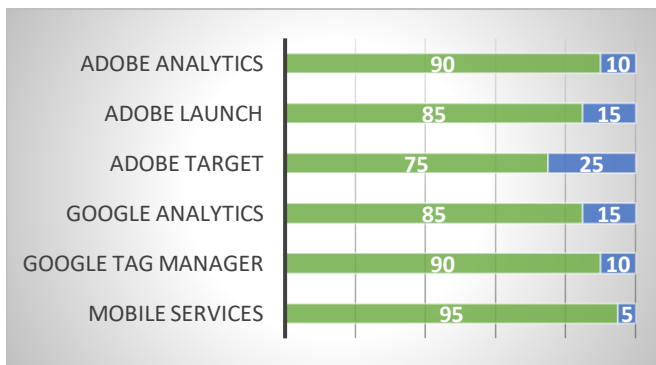**Address** – 8050 Zürich, Switzerland
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ABOUT ME

15+ years of overall industry experience out of which 10 years in **Salesforce, Adobe analytics, Launch, Adobe Mobile Services, Einstein analytics studio, Google Analytics, GTM, Datastudio, Adobe Target,** Digital Marketing, Project management, Market Research, B2B and B2C Marketing. My professional experience in Digital Analytics and MBA has shaped me to be a visionary in the information and business management, enabling business to use IT in not only Operating but also driving business.

SKILLS

Skill	Score	
ADOBE ANALYTICS	90	10
ADOBE LAUNCH	85	15
ADOBE TARGET	75	25
GOOGLE ANALYTICS	85	15
GOOGLE TAG MANAGER	90	10
MOBILE SERVICES	95	5

Skill	Score	
SALESFORCE	85	15
SAQL & SOQL	70	30
R-TOOL	75	25
LOOKER STUDIO	95	5
ANALYTICS STUDIO	90	10
DATA SOURCES	85	15

EXPERIENCE

Senior Customer Data Analyst, Bucherer AG — MAR 2023 - Current

- Generated insights for Stakeholders to access **ROI** on various **campaigns on Store level** using **Salesforce Analytics Studio**.
- Defined methods to analyze customers and developed reports to access **buying behavior of all European customers**
- Strategized methods to connect various data sources and setup a **combined dataset to visualize** holistic overview.
- Programmed various dashboards using **SAQL and SOQL** to develop dashboards and create deep insights on Country and individual regions
- Trained team members and provided insights on usage of **Automated dashboards** in Salesforce.
- Addressed to pain points from various Stakeholders and **proposed new solution** to help cater to generate specific insights
- Thoroughly accessed various requirements from different departments to understand and **propose new methodologies** for **tracking** and building reports.

Analytics Lead, Sunrise Communications — OCT 2018- MAR 2023

- Analyzed existing tracking setup and **proposed state of the at solution** for generating reports
- Gathered information from various departments and designed a **high-level dashboard** to cater individual requirements
- Contributed towards **generating revenue** by providing insights for **targeted audiences** during various online campaigns
- Connected Datawarehouse to **Datastudio using cloudSQL** solution to generate insights for customers on **Fiber and postpaid plans**.
- Collaborated with various IT departments and contributed majorly towards connecting all applications under **single tracking solution** in order to have **simplified and single source** solution
- Gathered Stakeholders requirement and transitioned the **KBR's/KPI's to** Reports using **Adobe analytics, Google analytics and Looker Studio**.

Senior Web Analyst, Tech Mahindra
— OCT 2016 - MAR 2023

- Developed **Analytics Architecture** and Strategized ways to solve complex analytics requirement by brainstorming ideas with stakeholders.
- Adhered to best practices and Methodologies in-order to provide Quality analytical solutions by using tools such as **Adobe analytics, DTM, Adobe Social, Google Analytics and GTM**
- Lead a team of 9 members and created various POC's for clients thereby helping Tech Mahindra to win various projects

Co-Founder, ADW OPC PVT LTD
— OCT 2013 - DEC 2014

- Developed **Strategies** to deal with complex scenarios and effectively addressed the risk factors and accordingly formulated **future business plans**.
- Developed effective modes of communication for client's in-order to get an ease of services.
- Developed Strategies for the project simultaneously understanding the **services demand and customer's requirements**.

Co-Founder, Miesterdisplay
— NOV 2009 - JAN 2010

- Analyzed the microsites using tools such as **Webmasters, Google analytics and Google Tag Manager**
- **Analyzed various resources** using Google Analytics and GTM in order to keep track of orders and user on page time duration to understand the Ordering Funnel.

Senior Developer, Ifuturz Infosoft Pvt Ltd
— AUG 2008 - MAR 2009

- Developed various websites using **MVC** structure like **Joomla, WordPress and Magento**
- Coordinating with the testing team for fixing bugs and ensuring smooth delivery of the project.

Senior Consultant, I-Value Consulting Pte Ltd — DEC 2014- APR 2015

- Analyzed various resources using **Google Analytics and GTM** in order to keep track of orders and user on page time duration to understand the Ordering Funnel
- Analyzed the business strategy and the environment of the business. **Formulated market research** and financial analysis to fortify the analysis with **realistic cash flow**.
- Established strong foundation for cost effective IT solutions to clients.
- Developed **RFP's, HLD's, LLD's**, Power point presentations

Consultant, 5Elements Pvt Ltd
— MAR 2010- OCT 2013

- Providing web analytics reports, analysis, training & support to strategists
- Created various **custom metrics and custom dimensions** to collect dynamic user data.
- Leading tagging efforts by working with project managers, stake holders, UX & IT.

Business Analyst, Silver touch Technologies
— MAY 2009 - SEP 2009

- Effectively coordinated with the clients and provided smooth **communication channel** in reaching project targets.
- Requirements gathering, **Man Hours, Cost Estimation, Technical &Commercial Proposal** creation.
- Developed strategies to win new **BD** projects.

Developer, Indianic InfoTech
— JUL 2007 – AUG 2008

- **Website updating and Maintenance**, Updating team Leader with website status
- Understanding client requirements and developing mockup for **client verification and communication**

EDUCATION

MBA
Xavier's Institute of management Bhubaneswar
— 2015-2016
Marketing and Operations

B.Tech
Biju Patnaik University of Technology
— 2003-2007
Electronics and Instrumentation

Awards and Achievements

SAFE4 Agilist, Tech Mahindra
Live Wire Award, Tech Mahindra
Six Sigma, Indian Statistical Institute

Adobe Certified Expert, Analytics Developer
Digital Marketing Certification, XIMB
Standing Ovation Award, Tech Mahindra