



Karthikeyan Palanisamy

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Career Objective:

To be part of an organization where I can I fully utilize my skills and make a significant contribution to do the success of employer and at the same time my individual growth.

Experience and Educations:

<p>Experiences</p>	<ol style="list-style-type: none"> Analyst –Tag Management System (TMS) at Omnicom Global Solutions (Omnicom Media Group) – Feb 2025 to Present PPC Analyst at Veranda Race - Feb 2024 to Feb 2025 Systems Engineer at Infosys - Aug 2022 to Jun 2023
<p>Key Role & Responsibility</p>	<p>Tag Management:</p> <ul style="list-style-type: none"> ✓ Analytics and Marketing Tags Implementation through Tag management tools – GTM, Ensignten, Adobe Launch ✓ Define data Layers based on W3C standards by understanding business model ✓ Collaborated with client side to define Website Measurement KPIs design the solution document (SDR) to set up and enable end to end Analytics/Marketing tracking ✓ Create rules in Adobe launch by building data elements, conditions and set variables to send beacons to analytics tool server ✓ Create, Test, Deploy & Manage Analytics & 3rd Party Marketing Tags in GTM, Ensignten, AEP Data Collection – Web SDK (Adobe Launch) ✓ Set Up Event Tracking through GTM, Ensignten, Adobe Launch ✓ Set Up Conditions/Triggers in Tag Management Tools ✓ Implemented consent-based tracking and ensured compliance with privacy regulations (GDPR, CCPA) ✓ QA or validation of deployed tags using chrome debugger, Omnibug ✓ Conducted Tag audit to find broken tags and data anomalies <p>Digital Analytics:</p> <ul style="list-style-type: none"> ✓ Google Analytics/Adobe Analytics Configuration & Implementations ✓ Implemented and managed tracking using Adobe Analytics (eVars, props, events,) via Adobe Launch / Tags ✓ Created dashboards and advanced reports in Adobe Analytics/Google Analytics Workspace to track user behavior and conversions ✓ Created advanced Adobe Analytics Workspace reports using freeform tables, flow, and fallout visualizations by applying metrics, dimensions, calculated metrics, and segments to identify trends and user drop-offs ✓ Setup alert and anomalies deduction to proactively identify traffic/conversion issues ✓ Pulling Key Metrics from Analytics Tools to understand behavior, conversion, engagements ✓ Extract data from Report Builder and Schedule reports using Workspace ✓ Create and Distribute Daily, Weekly and Monthly reports ✓ Preparing Ad hoc reports ✓ Real-Time Analysis

Mar Tech Tools	<p>Tag Management:</p> <ul style="list-style-type: none"> ✓ Google Tag Manager ✓ Ensighten ✓ AEP Data Collection (Adobe Launch) <p>Analytics:</p> <ul style="list-style-type: none"> ✓ Google Analytics – Certified by Google ✓ Microsoft Clarity ✓ Adobe Analytics/Customer Journey Analytics – Adobe Foundations Course Certificate <p>Customer Data Platform:</p> <ul style="list-style-type: none"> ✓ AEP/Adobe RT-CDP
Education	<p>B.E in Mechanical Engineering K.Ramakrishnan College of Engineering – Trichy</p>
Techniques	<p>Digital Analytics, Tag Management, AEP, CDP</p>
AI	<p>Co-pilot, GPT-5, Claude Sonnet 4.5, Gemini 2.5 Pro</p>
Additional Skills	<p>HTML, CSS, Java Script, Typing, MS Office, SQL, Zoho CRM, Power BI, Canva, Data Studio</p>
Client Websites	<p>Verandarace.com, Vw.com, Audi.in, Skoda-auto.in, Electrifyamerica.com</p>

Portfolio:

- I. Volkswagen
 - a. Tag Management, Digital Analytics, Reporting
- II. Audi & Skoda
 - a. Tag Management, Regular Reports
- III. Electrify America
 - a. Tag Management, Regular Reports
- IV. Verandarace.com
 - a. Tag Management, Digital Analytics, Adhoc - Reports

Academic performance:

- In my school days, I won several awards, certificates & prizes especially, I awarded for excellence in education
- In my college, I received Subject Topper Award and Also I secured Distinction in my Engineering Degree with 8.6 CGPA

Personal profile:**Date of Birth:** 04^h Mar 2001**Gender:** Male**Marital status:** Single**Father's name:** T. Palanisamy**Nationality:** Indian**Languages Known:** Tamil, English**Hobbies:** News/Blog Readings, Cricket, Volleyball**Permanent Address:** 4/48- Perumal Kovil Street, E.Vellanur (PO), Lalgudi (TK), Trichy (DT) - 621712**Declaration:**

I hereby declare that the above furnished information is true to best of my knowledge. I assure you, if I'm given a chance, I will execute my work to the fullest satisfaction of my superiors.

Place:**Date:** **(Karthikeyan Palanisamy)**