



Job Description

Designation : Adobe Analytics Manager
Location : New Delhi – Jasola District Centre.
Company Website : www.tlcgroup.com

Key Responsibilities

1. Experience with Adobe Analytics
2. Expertise on end to end Web Analytics
3. Define & Design - Business requirement gathering and strategy building
4. Implementation - Exposure on Web/Mobile Site & Mobile App
5. Extensive reporting & analytic experience (report builder, workspace, web-based interface etc)
6. Ability to convert comprehensive layout and wireframes into working HTML pages
7. Personalization tool – Adobe Target (Improving customer engagement using personalized experience)
8. Creating and achieving business goals with high value customer targeting

Desired Profile

1. Bachelor's degree
2. 3-4 years of relevant Adobe Analytics experience
3. Program Management
4. Handled clients/stakeholders