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| **RESUME**  **R B SARAVANAN**  **Measurement & Report Senior Analyst** |
| **🕽 +91 9611979727 🖂 saravanan.bose17@gmail.com** |

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| **Career Objective:** |  |  |
| Data and Business Analyst with 7 years of experience driving excellence in implementation of business applications to achieve strategic goals. Seeking the opportunity to use expertise across various platforms to develop.  **Professional Experience:**  Employment Current Status: Accenture Solutions Pvt Ltd (Sep 2015-till date)  Designation: Measurement & Report Senior Analyst  **Job Description:**  ***SENIOR MARKETING CAMPAIGN ANALYST***   * Working knowledge of Business Intelligence tool is a plus. * Create, manage, and execute marketing campaigns using a marketing platform * Collaborating with local and global marketing campaigns, including emails, calls. * End to end design and execution of marketing campaigns and supporting activities. * Work with internal and external agencies to create and manage the eDM template for sending email campaign. * Conduct the post campaign analysis for improvement in future campaigns. * Measuring performance of campaigns and Track email campaign metrics (delivery, open, click-through rates)   ***BUSINESS REPORTING ANALYST***   * Developing and creating the reports for stakeholder. * Generating reports by understanding the business through validating, manipulating, and summarizing the data with various database tools. * Created and distributed the daily, weekly, and Monthly reports to client and Prepared ad-hoc reports as requested. * Responsible for developing and delivering complex financial reports to our clients. * Creating and maintaining for all the report DTP process and review with quarterly basis and approval with yearly basis for team manager. * Worked closely with the management to arrange business and information needs. * Responsible for QC audit with team members on daily basis and selecting QC samples for review and get the final scores to team. * Conducting daily team meeting with team members and discussing about performance and productivity of the day-to-day work. * Providing process knowledge training to team members. * Experience in analysing the data, creating queries, filters, and visualization in Tibco Spotfire. * Experienced working on large volume of data extraction using Teradata SQL   Previous Experience: TNT India Pvt Ltd (Dec 2013- Aug2015)  Designation : MIS Executive  **Job Description:**   * Generating and delivering day to day reports and updating to clients with accuracy. * Preparing the reports from various data source like IBM Cognos and Mainframe * Creating the reports and template for New/Adhoc reports * Responsible for preparing performance deck and reviewing with manager and client on weekly/monthly basis. * Knowledge of marketing campaign concept, customer databases. * Participating in client call, team huddles, people engagement activity. * Help to explain the reporting process to new team members.   **Business Skills:**   * Experience in client handling / gathering requirements from client. * Analytical and problem-solving skills. * Good at working with clients over the phone call. * Comfortable to learn to new process and Ability to work well independently. * Quality Control * Process Improvement   **Tools:**   * Strong knowledge and ability to use MS Office (Excel, MS Access) * Tibco Spotfire Analyst, Teradata SQL, Alteryx Designer and Campaign Management tool (Sales Force Marketing Cloud and iMarket tool)   **Achievements:**   * Excellent performance Award at Accenture * Star of business Award at Accenture * Appreciation from managers and Client for business improve   **Educations:**   * B.E (Electronics and Communication Engineering) from Bharath Niketan Engineering College, Theni (2007-2011) with **82%** aggregate * State Board of Higher Secondary Education (2005-2007) with **82%** aggregate * State Board of SSLC (2004-2005) with **72%** aggregate   **Personal Information:**  Father Name : R Bose  Date of Birth : 17-05-1989  Marital Status : Married  Nationality : Indian  Languages Known: English, Tamil, Telugu  Present Address : No.35, 01st Main road, SVS Nagar, Valasaravakkam,  Chennai-600087, Tamil Nadu.  **Declaration:**  I hereby declare that all the information furnished above is true to the best of my knowledge  **Name : R B Saravanan**  **Date :** |  |  |