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| **RESUME****R B SARAVANAN****Measurement & Report Senior Analyst**  |
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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 BoseDate of Birth : 17-05-1989Marital Status : MarriedNationality : IndianLanguages Known: English, Tamil, TeluguPresent 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 :** |  |  |