

DEEPAK KUMAR

Mobile: +91-8860367452

Email: deep199011@gmail.com

Linkedin: [linkedin.com/in/deepak-kumar-b13a6716a](https://www.linkedin.com/in/deepak-kumar-b13a6716a)

TECHNICAL SKILLS

- **Google Analytics 4:** Event tracking, user segmentation, reporting.
- **Data Analysis:** Python, Excel, Google Sheets.
- **Data Visualization:** Power BI, Data Studio, Excel.
- **SQL:** Data querying, data cleaning, preprocessing techniques.
- **CRM Software:** CleverTap, MoEngage.
- **Analytical Skills:** Problem-solving, attention to detail, data interpretation, pattern recognition, and MIS Reporting
- **Communication Skills:** Effective presentation of complex data findings to non-technical stakeholders.

TOOLS & SOFTWARE

- **Analytics & Visualization:** Google Analytics 4, CleverTap, SQL, Data Studio, Power BI, Excel, Python, MySQL, HTML, Chat GPT, JIRA, Tableau.
- **Big Data Ecosystems:** MapReduce, HDFS, HBase, Zookeeper, Hive, Pig, Sqoop, Oozie.

PROFESSIONAL EXPERIENCE

Ethinos Digital Marketing Pvt. Ltd., New Delhi

Marketing Analyst

September 2021 – Present

- Analyzed customer data, which resulted in a 20% increase in engagement through segmentation and targeted personalized marketing campaigns.
- Maintained customer databases with 98% data accuracy using CRM software such as CleverTap, streamlining marketing campaign execution.
- Implemented A/B tests on email subject lines, increasing open rates by 7% and click-through rates by 5%.
- Executed HTML email marketing campaigns, achieving a 25% click-through rate and a 5% conversion rate.
- Created interactive dashboards and reports using Data Studio, Power BI, and Excel, tracking KPIs with a 95% accuracy rate.
- Conducted data collection, cleaning, and analysis, identifying trends, which resulted in a 10% increase in sales during the peak season.
- Presented data findings and insights to non-technical stakeholders, improving decision-making efficiency by 40%.
- Developed SQL queries for data extraction and transformation, reducing query processing time by 50%.
- Collaborated with senior data analysts on data visualizations and reports, enhancing report clarity and user engagement by 35%.
- Contributed to a data analysis project that optimized product recommendations, leading to a 3%

increase in average order value.

- Developed a Power BI dashboard for the marketing team, increasing data-driven decision making by 40%.
- Optimized reports and dashboards using Power BI and Excel, reducing development time by 50%.

Lifescience Intellipedia Pvt. Ltd., Noida, UP

Sales and Marketing Professional

June 2017 – May 2019

- Developed and executed marketing campaigns aligned with sales goals.
- Identified and targeted potential clients through market research and segmentation.
- Built and nurtured strong relationships with existing and potential clients.
- Prepared and delivered persuasive sales presentations and proposals.

Grasim Industries Ltd. (Aditya Birla Group), Karnataka

Production Engineer (Shift In-charge Engineer)

July 2013 – December 2016

- Coordinated production across departments and managed a team of operators.
- Prepared daily reports and oversaw parameters in hydrogen, chlorine, and caustic soda plants.
- Troubleshoot issues throughout the facility and handled both DCS and field operations.

PROJECTS

Edureka, Big Data and Hadoop

Movie Data Analytics

- Technologies: HDFS, MapReduce, Hive, Pig, Sqoop, Flume
- Exported and imported data from MySQL into HDFS using Sqoop.
- Implemented solutions using Hadoop MapReduce, Pig, and Hive.

EDUCATION

Bachelor of Chemical Engineering, IIT BHU, Varanasi

CGPA: 7.0/10

Graduation Year: 2013

CERTIFICATIONS

- CleverTap Certified CRM Professional
- Certified Power BI Professional
- Certified Data Studio Professional
- SQL for Data Analytics
- Big Data and Hadoop Certification