

# KEVIN ANCHI

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Doha, Qatar

## PRODUCT STRATEGY & ROADMAP / DIGITAL-TECHNICAL MARKETING / DIGITAL ANALYTICS

✦ Product Management ✦ Technical Marketing and Analytics ✦ Global Service Delivery ✦

Over 14 years of rich experience in IT industry creating **Product Awareness** & driving successful **Digital Marketing and Analytics & Go-To-Market Communication Strategies** to increase overall revenue & reputation of companies globally

AREAS OF EXPERTISE	PROFILE SUMMARY
<b>Functional</b> New Product Ideation / Innovation Digital Technical Marketing / Web/App Analytics Social Media Programmatic Promotions-Technical Implementation/Analysis Client Consulting Agile Methodologies Agency Management Tag Management Tools Quality Assurance Data Collecting and Analysis Website Management and Measurement Business Development Affiliate Marketing Strategies Partnerships / Alliances Market Research (Product / Consumer) Website Stakeholders and External Clients Cross-functional Coordination Project & Team Management/ Trainings	<ul style="list-style-type: none"><li>Worked for Global brands like Microsoft, Prudential UK, M&amp;G Investment, AHALife.com, Datwyler Group, Talabat (DeliveryHero), Etihad Airways and Supreme Committee for Delivery and Legacy (FIFA World Cup Project) so far.</li><li>Led and managed <b>all phases of new product offering / launch / branding</b> including requirement analysis, design, development, testing, defect &amp; change management, and timely delivery, working as a product owner for global products with millions of daily impressions/transactions</li><li>Proficient to collaborate and work with multi-cultural internal and external teams of Solutions Architects, Engineers, Developers, Senior Consultants, CMOs, Marketing Managers, BI teams, VP of product, etc. to enterprising leader with skills in directing teams &amp; enabling knowledge - sharing amongst them; and facilitating effective &amp; cross-functional coordination for smooth operations</li><li>Experienced in <b>Agile</b> methodologies (<b>jira</b>), business website development, portal management, and digital marketing and analytics operations life cycle. Pivotal in website promotion of brands online by employing various digital marketing techniques, SEO/Paid and social media marketing</li><li>Skilled in Web/Apps Data Analysis and user behaviour tracking implementation and optimization. Proficient in analysing market/user insights &amp; translating these into product features to build a direct emotional connect with the end-users and increase traffic / footprints from Adobe Analytics, Google Analytics 4 (GA4), and other digital analytics platforms.</li><li>Proficient in <b>analysing market/user insights &amp; translating these into product features</b> to build a direct emotional connect with the end-users and increase traffic / footprints</li><li><b>Customer-centric professional</b> with proven talent in mapping client's requirements &amp; architecting customized digital solutions to suit their business needs</li><li><b>Enterprising leader</b> with skills in directing teams &amp; enabling knowledge - sharing amongst them; comfortable working in a global multi-cultural, team-work environment and facilitating effective &amp; cross-functional coordination for smooth operations</li></ul>

## TECHNICAL SKILLS

- Project/Product Management:** Agile methodologies (Jira)
- Analytics and Web Tracking Tools:** Implementation of Ecommerce and user Analytics Tracking via Google Analytics 360, Adobe Analytics, Web Trends, WebTrek, ComScore DAX Analytics, Mobile Analytics and Webmaster Tools
- Tag Management Tools:** Enshin Tag Manager, Dynamic Tag Manager (DTM), Google Tag Manager 360 (GTM), Tags Debugging Tools Charles/Fiddler, Browser Debugger
- Search Engine Optimization (SEO):** Manipulate Google Penguin and Panda Algorithms, Meta Tags Optimization, Competitor Analysis, Website Analysis, UI Optimization, Content Optimization/Strategy, Content Writing, Relative Niche Link Building (Authority Building), Lead Generation, Affiliate Marketing, Article Citation, Content Syndication, Email

Marketing, Interactive Marketing, Podcasts, Content Marketing (Inbound Marketing), Mobile SEO, Local SEO, Branding, Reputation Management, Search Engine Penalty Recovery

- **Search Engine Marketing (SEM):** A/B Testing, Google AdWords, AdSense, Keyword Research, Display Advertising, Contextual Advertising, Pay Per Click (PPC), Bing AdWords, Paid Content, ASO (App Search Optimization) and News Syndication
- **Social Media Optimization:** Social Media Marketing, Sentiment Analysis, Professional Profile Creation, Content Posting, Social Analytics and Measurement (Facebook, LinkedIn, Twitter, YouTube, Blogging)
- **Other Expertise:** WordPress, Adobe Photoshop, Adobe Captivate, MS Office (Word, Excel, PPT, etc.)
- **Technologies:** Basic JavaScript, HTML, CSS, WAMP Server, Domain Hosting/Publishing, BigQuery, Python

## WORK EXPERIENCE

May'21 – till date:

Supreme Committee for Delivery & Legacy,

Doha - Qatar

Digital Performance Specialist

**Role:**

**Functional:**

- Support with the development of the SC and Host Country sales & distribution strategies, in alignment with the overarching goals, with particular attention to digital touchpoints, website and CRM
- Managing and driving the digital agenda, supporting overarching strategic communication goals
- Strategically oversee ongoing management of the AA technology platform, including: the database, data partners, data strategy (progressive profiling) and integrity, compliance (GDPR), technology usage and evolution of the technical applications, templates for marketing automation, reporting, and data visualisation, among others
- Ensure integration between digital touchpoints and activities, and the SC's / Host Country broader goals and activities.
- Ensure the ongoing effectiveness of digital content marketing in collaboration with the Digital Marketing Department
- Implement analytics tracking, analyse performance and audience data and interpret trends to provide conclusions, implications, and actionable recommendations designed to improve the quality of future relationship marketing communications and operations
- Champion data and knowledge sharing internally by producing, maintaining, and publishing daily, weekly, monthly and annual analyses of various digital platform metrics.
- Perform ROI analysis to evaluate efficiency and effectiveness of campaigns Organize, prepare and present easy to understand stories with valid proof points that tie back to campaign objectives
- Develop and drive day-to-day analytics for projects and platforms, including QA of data and reporting templates
- Establish workflows for requesting, creating, editing, publishing, and retiring digital content
- Establish new product forecasts and pricing analysis and provide data mining and analytical support
- Develop and present ongoing analytics deliverables day to day to the senior management, coordinating with cross-functional team members
- Support team leads on any internal projects to further develop the analytics practice including implementation of analytical tools, techniques, processes, and frameworks
- Perform any other duties assigned by the supervisor directly related or relevant to the job

**Technical**

- Design end to end digital analytics tracking concept and create data dictionary
- Implementation of Google Analytics 4 (GA4) and Google Tag Manager (GTM)
- Google Analytics 4 (GA4) Reporting in Google Data Studio
- Usability Testing (UAT)
- Mail Chimp
- Social Media Sentiments Analytics with Socialbakers

**Jan'20 – Mar'21:**  
**Etihad Airways P.J.S.C.,**  
**Abu Dhabi - UAE**  
**Sr. Analyst – Web/App Analytics**

**Role:**

**Functional:**

- Tracking implementation of Web Analytics Tools, (Adobe) Analytics working with custom variables (eVars, s. Props, s. Events) to track online engagement.
- Create reports/dashboards in Excel and Power BI about the performance of a given product/feature and suggest possible improvements.
- Weekly/monthly social sentiment analysis, create classifications for more than 100k mentions of negative and positive sentiments
- Weekly monthly web and App data reporting and analysis
- Ad-hoc reporting and analysis on campaigns and newly launched features

**Technical**

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- Product Usage / Web/App Analytics, Implementation
- Adobe Analytics Reporting in Power BI
- Usability Testing (UAT)
- Sprinklr

**Jan'18 – Jan 20:**  
**Talabat General Trading and Contracting Company,**  
**Kuwait**  
**Product Analyst – Web/App Analytics**

**Role:**

**Functional:**

- Oversee product features launches by utilizing complex data analytics research and product development acumen to make the launch successful, typically collaborate with the entire product development team, answering to Product Manager for several entities simultaneously.
- Collaborate and work with diverse internal and external teams of Solutions Architects, Engineers, Developers, Senior Consultants, CMOs, Marketing Managers and VP of product.
- Participating in workshops with key stakeholders to capture user stories. Refining user stories, ensuring they have clearly defined and testable acceptance criteria.
- Working closely with the Scrum teams, contributing to functional design and solution, Demonstrating completed user stories to stakeholders.
- Working closely with Product Owner and other Business Analysts within the program to ensure integrity of the end-to-end solution. Gather, articulate, interpret, and document business requirements
- Consult on Digital Analytics and Marketing Optimization for the group, Provide business analysis and insights from multiple data sources
- Implementation process – manage deliverables, scheduling, quality assurance
- Create reports about the performance of a given product, and suggest possible improvements, which are done by reading reports and reviews. Conduct market research and prepare detailed reports synthesize complex data into actionable goals.

**Technical**

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- User Interface Design, (UI/UX),
- Usability Testing (UAT),
- User Stories / Use Cases, Defect / Change Management
- Requirements Cross-functional Team Leadership
- Product Usage / Web Analytics, Implementation
- Google Tag Manager 360°, Implementation
- Google Analytics 360° A/B Testing Defining

- Stakeholder Engagement

**Feb'17-Aug'17:**

**The Datwyler Group (Distrelec),**

**Pune**

**Business Architect – Web Analytics**

**Role:**

**Functional:**

- Conceptualising & executing Adobe Analytics (SiteCatalyst) via Ensignen Tag Management Tool
- Tracking implementation of Web Analytics Tools, Google Analytics and WebTrek via Ensignen
- Expertise in implementing Web (Adobe) Analytics working with custom variables (eVars, s.Props, s.Events) to track online engagement.
- Used Adobe Dynamic Tag Manager to implement third-party tags (DoubleClick, Floodlight etc.), data layers and selected site functionalities.
- Performed A/B testing using Adobe Target for sites and campaigns to increase conversion rates and maximize user experience
- Developing, documenting, and testing Distrelec E-commerce web analytics tracking specifications as well as tagging development activities; actively working with technical development team to execute tracking frameworks
- Facilitating quality assurance for tags and tracking implementation, ensuring the integrity and accuracy of digital analytics system by continually monitoring tags and the resulting data; troubleshooting web tracking and adjusting as necessary
- Collaborating with BI Team to meet the data for collection reports and analysis needs
- Part of process development and team building activities and supporting other team members

**Technical**

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|------------------------------------|--|
| • Requirement Gathering & Analysis | • User Stories / Use Cases                 |
| • User Interface Design (UI/UX)    | • Defect / Change Management               |
| • Usability Testing (UAT)          | • Product Usage / Web Analytics            |
|                                    | • Google AdWords, Retargeting, A/B Testing |

**Dec'15-Feb'17:**

**Prudential Global Service,**

**Mumbai**

**Analyst – Web Analytics**

**Role:**

**Functional:**

- Responsible for gathering high level requirements from business and marketing team, developed analytics design and implementation documents for **Prudential**
- Worked on End-to-End Adobe Analytics solution design, development, support, testing and data analysis.
- Defined SDR Solution Design Reference (SDR) and Business Requirements Documents (BRD) to configured Tags, variables (eVars/Props/events) using Adobe Dynamic Tag Manager and Adobe Analytics (Omniture Site Catalyst) script into webpage to capture the Visitor matrix during run time.
- Developed Traffic Reports (Site, Visitor, Segmentation), Path Reports (Page reports, Entries and exits) and Conversion reports (Purchases, Custom events, Campaigns reports etc.) using Report Builder
- Administered digital analytics strategy and analysis for Prudential and **M&G** Investments Group of websites
- Prepared digital marketing and web analytics proposals; created & implemented E-commerce tracking and dashboard reports
- Ensured delivery of weekly, monthly, and quarterly web KPI reports to stakeholders with added insights
- Led ad-hoc requests and suggested insights/solutions to stakeholders; tagged & validated via inspect elements tool and Google Tag Manager

- Reviewed data from a variety of sources including client databases, E-Mail solution providers, web analytics tools, paid advertising campaigns, and social media channels
- Provided insights and recommendations to the website stakeholders and external clients
- Developed visual effective custom Excel-based reports, custom PowerPoint presentations, and online dashboards; acted on Web Trends, Google Analytics, Google Tag Manager

#### Technical

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- Requirement Gathering & Analysis
- Usability Testing (UAT)
- Web Analytics Implementation
- GTM Implementation and debugging
- Adobe analytics DTM configuration

**Nov'13-Dec'15:**

**Cybage Software Pvt. Ltd.**

**Pune**

**Sr. SEO Specialist**

**Role:**

**Functional:**

- Created digital analytics strategy and analysed Microsoft India Group of websites; tagged webpages as per user journey as well as tagged validated and debug with fiddler and inspect elements tool in chrome browser to check and used Fiddler or inspected elements browser tool for tags evaluation
- Analysed data from a variety of sources including client database, E-Mail solution providers, web analytics tools, paid advertising campaigns, and social media channels
- Assisted for ad hoc analytics report as per projects based on business needs of stakeholders; worked on comScore digital analytics, Omniture, Web Trends and Google Analytics / Google Tag Manager
- Gained exposure to Ensign/Atlas/RIO/Tealium

#### Technical

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- Requirement Gathering & Analysis
- User Interface Design (UI/UX)
- Usability Testing (UAT)
- User Stories / Use Cases
- Defect / Change Management
- Product Usage / Web Analytics implementation and testing
- ComScore Dax analytics implementation
- Event tracking
- Mixpanel implementation via Google Tag manager,
- AdWords, SEM / PPC, SEO, SMO, E-Mailers, A/B Testing

**Jul'13-Nov'13:**

**Markets and Markets,**

**Pune**

**Assistant Manager – Digital Marketing and Analytics**

**Role:**

**Functional:**

- Onsite/offsite web promotion for individual reports, articles, report briefs, company website and group website and increase web traffic and maximize conversions using applied and advanced web promotion techniques.
- Work in tandem with the business development manager to finalize the website content/links.
- Orchestrated development of promotion specific content required for press releases/blogs/business specific directories.
- Increase web exposure (and sales) globally in a relatively short period of time for all reports being published by IBN, by using proven search engine optimization and search engine marketing techniques.
- Perform keyword research, optimization, and submission of company web properties to all major search engines.
- Identify appropriate categories in various web directories for submission of company web properties, scripted listings, and performed submissions and follow-up when necessary.

- Created additional optimized content for clients targeting specific highly relevant keywords in specific search engines.
- Monitor rankings and traffic generate reports when necessary, and continually work to improve results.
- SEO Management, Internet Marketing, Web 2.0/3.0 Marketing, Blog Marketing, Social Media Marketing, Article Marketing, Press Releases
- Managed all web promotions for IBN research
- Help in implementing mod rewrite, popular link building, site map indexing.

#### Technical

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| <ul style="list-style-type: none"> <li>• Requirement Gathering &amp; Analysis</li> <li>• Web Analytics</li> <li>• Event tracking</li> </ul> | <ul style="list-style-type: none"> <li>• Google Tag manager</li> <li>• AdWords, SEM / PPC, SEO, SMO, E-Mailers, A/B Testing</li> </ul> |
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**Aug'11- Nov'12:**  
**Everest Web Solutions**  
**Pune**  
**SEO Lead**

**Role:**

**Functional:**

- Targeted keywords ranking to be achieved in Google,
- Website maintenance,
- Daily content posting on live website,
- Tweaking and Monitoring website for performance,
- Meta Data creation for 3k pages for each site,
- Traffic building via paid advertising,
- Lead generation via email signups,
- Website template design modifications,
- Creation of microsites in WordPress for targeting other niche keywords related to main domain,
- Weekly client calls and Monthly report creation.
- Monitoring Google Analytics/Webmaster tools

#### Technical

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|---|--|
| <ul style="list-style-type: none"> <li>• Requirement Gathering &amp; Analysis</li> <li>• Web Analytics</li> </ul> | <ul style="list-style-type: none"> <li>• AdWords, SEM / PPC, SEO, SMO, E-Mailers, A/B Testing</li> </ul> |
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**Jun'09-Aug'11:**

**Freelancer.**

**NA**

**SEO Consultant**

**Role:**

**Functional:**

- Business Development
- Client management, Client communication and project closures
- Offshore Team handling
- Niche keywords targeted for ranking to be achieved in Google,
- Website maintenance, Tweaking and monitoring website for performance,
- Meta data creation for each site,
- Website template design modifications, Creation of microsites of 15 to 25 pages in HTML for targeting other niche keywords
- WordPress microsite creation.

- Weekly back up of the website,
- Shopping cart product modifications.
- Product image editing,
- Logo designing,
- Weekly client calls and Monthly report creation
- Monitoring Google Analytics/Webmaster tools.
- Traffic building via paid advertising,
- Weekly client calls and Monthly report creation.

#### Technical

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|---|---|
| <ul style="list-style-type: none"> <li>• Requirement Gathering &amp; Analysis</li> <li>• User Interface Design (UI/UX)</li> <li>• Usability Testing (UAT)</li> <li>• Business Management</li> </ul> | <ul style="list-style-type: none"> <li>• Product Usage / Web Analytics</li> <li>• Analytics implementation/ Testing</li> <li>• AdWords, SEM / PPC, SEO, SMO, E-Mailers</li> </ul> |
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**Nov'o6-Jun'og:**  
**V2 Solutions Software Pvt. Ltd.**  
**Vashi**  
**Sr. PMO Executive**

#### Role:

#### Functional:

- Maintain the reports of the project documents.
- Update and maintain records of attendance of 400+ employees for Management Reports.
- Generate Project Management System compliance report, for project billability and milestone analysis and billability and generate weekly and monthly reports for HR, Admin, and IT.
- HR and Admin Data Consolidation as per resource utilization updates from MP/PM.
- Updating Resource Allocation System as per updates from AM/PM
- Verify Project details data and update as per requirement.
- Consolidate Quarterly KRA Compliance Report for All Employees.
- Resolve helpdesk Issues related to Project Management Tool, SEM/HCM.
- Manual testing for the new build or enhancement in Project Management System Tool.
- Generate Invoice report for all projects on weekly and monthly basis and send it to admin for billability.
- Ad-hoc work as per requirement.
- Weekly client PMO Audit calls and Monthly report creation.
- Involved in PMO Audit for ISO Certification

#### CERTIFICATIONS

Google Analytics 360 - (<https://analytics.google.com/analytics/academy/certificate/AG6tDzuISCCJvds3norTRA>)  
 Google Tag Manager 360 - (<https://analytics.google.com/analytics/academy/certificate/bwmPjuPLT7iNQ7B9F6bQQ>)  
 Google Analytics for Power Users - (<https://analytics.google.com/analytics/academy/certificate/sJ4Sd673RES5786zG3Fk-w>)  
 Google Ads Fundamentals - (<https://academy.exceedlms.com/student/award/33686443>)

#### DIGITAL ANALYTICS CORE COMPETENCIES

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| <ul style="list-style-type: none"> <li>▪ Adobe Analytics (SiteCatalyst)</li> <li>▪ Adobe Dynamic Tag Manager (Launch)</li> <li>▪ Adobe Target</li> <li>▪ Adobe Workspace</li> <li>▪ Google Analytics 360</li> <li>▪ Google Analytics 4 (GA4)</li> <li>▪ Google Tag Manager 360</li> <li>▪ Analytics Planning and Strategy</li> <li>▪ Reporting Dashboards</li> </ul> | <ul style="list-style-type: none"> <li>▪ Troubleshooting &amp; Problem Solving</li> <li>▪ Web/Apps Analytics tracking Quality Assurance &amp; User Testing</li> <li>▪ Data Collecting and Analysis</li> <li>▪ Google Studio/Power BI/Tableau</li> <li>▪ Agile Methodology</li> <li>▪ Technical Support &amp; Documentation</li> <li>▪ Data Quality</li> <li>▪ MailChimp</li> </ul> |
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## DIGITAL MARKETING (e-commerce) CORE COMPETENCIES

- SEO Search Engine Optimization
- Google AdWords (SEM)
- Social Media (Sentiment Classifications)
- Content Engineering/Writing
- Website/App Promotions
- Competitor Analysis
- Client Consulting
- Agency Management
- Technical Support & Documentation
- Digital Marketing Strategies
- Troubleshooting & Problem Resolution
- Web/Apps Quality Assurance & User Testing
- Website Management (CRM/CMS)
- Market Research (Product / Consumer)
- Project & Team Management/ Trainings
- Cross-functional Coordination

### Learning (*in progress*):

- Google Big Query
- Standard SQL
- GCP (Google Cloud Platform)
- Python
- Tableau/Qlikview

## EDUCATION

- Completed - Bachelors in Degree in Computer Engineering, College of Mod-Tech Engineering, India, Pune
- Completed - Diploma in Computer Engineering, College of Mod-Tech Engineering, India, Pune

## PERSONAL DETAILS

Address: Doha, Qatar.

Languages Known: English, Hindi, and Marathi

Hobbies – Astronomy, theoretical physics, online/offline reading, and cooking.