VISHWAM PARSA

Lead Digital Analytics Engineer | Adobe Analytics & Launch | Measurement Governance | Adobe Certified Master

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SUMMARY

Senior digital analytics specialist with over 12 years of experience owning Adobe Analytics and Adobe Launch implementations across banking, financial services, and retail. Adobe Certified Master (Analytics Architect), comfortable across Adobe Analytics, Adobe Launch, Adobe Web SDK, Customer Journey Analytics, Tealium iQ, Tealium CDP, and GA4.

Focused on tracking strategy, tagging plans, data layer audits, and measurement governance, turning raw event data into datasets that product, marketing, and analytics teams actually trust and use. Used to operating in a senior or lead capacity, setting standards and lifting analytics maturity without slowing teams down.

EXPERIENCE

Assistant Consultant

Tata Consultancy Services

Date: June 2021 to Present **Location:** London, UK

- Lead Adobe Analytics and Adobe Web SDK implementations for enterprise clients in banking, financial services, and retail, owning tracking strategy, tagging plans, and implementation quality end to end.
- Write reusable tracking specifications and tagging plans aligned to business KPIs, and audit client data layers to catch gaps, inconsistencies, and tagging defects before they reach production.
- Build and maintain Adobe Launch properties and custom JavaScript extensions, working alongside engineering and product teams across the SDLC to ship clean, well-governed tags.
- Set up measurement governance and QA processes covering naming conventions, validation checklists, and release sign-off, which lifted data efficiency by 30% and gave analysts a single trusted source of truth for digital behaviour.
- Support marketing teams with campaign tracking, UTM and tagging standards, and attribution measurement, connecting digital interaction data to commercial and CRO outcomes.
- Led tag governance, consent, and data privacy integration (GDPR, cookie compliance) across global rollouts, embedding consent management into Launch and Tealium tag flows without slowing delivery.
- Designed measurement for A/B tests, feature launches, and CRO programmes, making sure experiments had a reliable data foundation before they shipped.
- Acted as senior point of contact for tracking quality and best practice across client teams, running full-lifecycle implementations across Adobe Launch, Tealium iQ, and Tealium CDP.
- Served as ObservePoint specialist, driving end-to-end web auditing and tracking governance for retail implementations.

Senior Analyst

Rupayapay Payments India Pvt Ltd

Date: March 2020 to May 2021 **Location:** Hyderabad, India

- Owned the Adobe Analytics implementation and reporting layer across the company's digital products, shaping raw event data into stakeholder-ready datasets for product, marketing, and leadership.
- Helped drive a 15% revenue uplift and 20% engagement increase by turning behavioural analysis into product and marketing decisions with senior stakeholders.
- Built self-serve dashboards that cut dependency on the analytics team and sped up decision-making across the business.
- Set up practical analytics processes, QA routines, and training to lift digital measurement maturity across cross-functional teams.

Technical Officer

Electronics Corporation of India Ltd

Date: July 2014 to February 2020 **Location:** Hyderabad, India

- Implemented Google Analytics across product and internal websites, covering traffic, campaign, and behaviour tracking, and worked with developers on tag deployment and troubleshooting.
- Managed a team of 6 analysts and ran training across the organisation on Google Analytics and Adobe Analytics, lifting analytics literacy.
- Built executive dashboards and recurring performance reports for business and marketing decision-makers.

INDEPENDENT PROJECT

Founder & Developer

Tag Lens 360 (Chrome Extension)

Date: 2025 to Present **Location:** London, UK

- Designed and built a privacy-first tag auditing tool from the ground up, supporting 80+ tag providers with a DevTools panel, funnel recorder, validation rule sets, cookie auditing and CSV export, launched publicly on Product Hunt and the Chrome Web Store.

KEY ACHIEVEMENTS

Better tracking coverage

Lifted tracking coverage by 150% on a major retail single-page application by re-architecting the data layer and Adobe Launch rules, giving analysts a much more complete view of customer journeys.

Improved data accuracy and trust

Improved analytics accuracy by 50% through stronger data layer audits, validation routines, governance standards, and team training.

Self-serve data for teams

Built self-serve dashboards and reusable datasets that freed up analyst capacity and accelerated cross-team decision-making.

SKILLS

Adobe Stack

Adobe Analytics, Adobe Launch, Adobe Data Collection, Adobe Web SDK, Customer Journey Analytics (CJA), Adobe Experience Platform (schemas, datasets, events)

Tag Management and CDP

Adobe Launch, Tealium iQ, Tealium CDP, Google Tag Manager

Privacy and Consent

GDPR, cookie compliance, OneTrust, CookiePro, consent management platforms

Measurement and CRO

Tracking specifications, tagging plans, data layer audits, QA and validation, experimentation measurement design, ContentSquare

Analytics and BI

GA4, Power BI, Tableau, Looker Studio

Data and Querying

Advanced SQL (MS SQL, MySQL), event data modelling, schema design for self-serve reporting

Engineering and Web

JavaScript (Launch custom extensions, debugging), HTML5, CSS3, React

CERTIFICATIONS

Adobe Certified Master: Analytics Architect
Tealium iQ, Advanced
ObservePoint Professional Certification
Google Tag Manager Fundamentals
Google Analytics for Beginners

EDUCATION

Bachelor of Technology, Computer Science and Engineering

Jawaharlal Nehru Technological University

Year: 2012 **Location:** Hyderabad, India