

SATPAL SINGH

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EDUCATION

MASTER OF INFORMATION TECHNOLOGY (PROFESSIONAL)

Deakin University | Melbourne, AU
Nov 2013 – May 2015

BACHELOR OF ENGINEERING (COMPUTER SCIENCE)

Punjab Technical University | Punjab, IN
April 2009 – May 2013

TEALIUM IQ CERTIFIED

TEALIUM AUDIENCESTREAM CERTIFIED

TEALIUM EVENTSTREAM CERTIFIED

TECH SKILLS

- Tealium Tag Manager, Tealium Audience Stream, Tealium Event Stream,
- Adobe Analytics, Adobe DTM, Adobe Launch, Adobe Experience Manager (AEM)
- Google Ad Manager (DFP), Google Tag Manager.
- Tools like Azure Dev Ops (ADO), Jira, Confluence, Trello, Zendesk, Miro.
- Data visualization tools such as Tableau, PowerBI, and Google Data Studio and Data Modelling.
- Programming Languages such as C#.NET, VB.NET, C, C++, HTML5, PHP, CSS3, Python, R, SAS, SQL, and JavaScript, jQuery, Ajax, Bootstrap.
- Experience working with Xamarin forms, Android Studio and XCode.
- Technical leadership skills, Strong collaboration, and communication skills. Technical presentations, demonstrations, workshops, architecture design sessions, and production-ready pilots for solutions.

CONTRIBUTED

MICROSOFT

MICROSOFT STUDENT PARTNER

Aug 2010 – Sep 2011 | Punjab, INDIA
I learned and practiced many new technical skills, especially related to Microsoft. This volunteer experience also gave me strong communication, confidence, and teamwork skills.

INDIAN ARMY

NATIONAL CADET CORP

May 2004 – Aug 2006 | Punjab, INDIA
This program helped me to gain self-confidence and strong leadership skills. The motto of NCC is 'Unity & Discipline'.

INDIAN GOVERNMENT

NSS VOLUNTEER

May 2004 – Aug 2006 | Punjab, INDIA
Activities performed by NSS (National Service Scheme) Volunteers are Blood Donation, Plantation, Disaster Management, and Adventure Programs.

EXPERIENCE

TELSTRA | SENIOR DIGITAL OPTIMISATION SPECIALIST | Feb 2023 – Present | Melbourne, AU

- Supports **analytics implementation & tag management** solutions as well as providing reports and insights to key stakeholders.
- Act as SME in applying advanced analytics techniques, systems, and software (i.e., **Adobe Analytics, AEP, Adobe Launch**) to identify insights and develop fact-based and actionable recommendations.
- Champion measurement and refinement of complex projects which require deep analytical rigour. Comfortably transition from insights to execution (where required) including implementation planning, knowledge transfer and outcome tracking.
- Partner effectively with **senior stakeholders** in developing business cases and investment requests that align to Corporate Plan targets or long-term strategy realization. Involved in end-to-end digital production process, including design thinking and agile delivery methods.
- Keep all **stakeholders** informed with all key deliverables in a timely manner (any roadblocks / delays to deliverables / projects should be clearly communicated in a timely fashion). Review, test and provide recommendations for new advertising technology and products.

BUPA | SENIOR DIGITAL DATA SPECIALIST | Mar 2022 – Feb 2023 | Melbourne, AU

- Supports **analytics implementation & tag management** solutions as well as providing reports and insights to key stakeholders.
- Act as SME in Implementation of Tealium Tag Manager and managing digital data layer for applying advanced analytics techniques, systems, and software (i.e., **Adobe Analytics, Tealium IQ, Tealium Audience Stream, Tealium Event Stream, SAS, SQL, R**) to identify insights and develop fact-based and actionable recommendations.
- **NPS project** (sending live data from Medallia events to PEGA system, so that they can send email/call that customer)
- **Abandon Cart Project** (Creating different audiences depending on which step a user has left the journey. And then showing that user the corresponding experiment in the form of billboard.)
- **Creating audiences** based on the actions users have performed on web and apps and then target them with corresponding experiences using target.
- **Creating different audiences for marketing purposes.** (I have good knowledge and experience of this AdTech world)

AGL | SENIOR DIGITAL ANALYTICS SPECIALIST | Jul 2021 – Feb 2022 | Melbourne, AU

- Supported analytics implementation & tag management solutions and providing reports and insights to key stakeholders.
- Supports the design and configuration of Tealium and Adobe Analytics to deliver a best practice analytics solution, enabling data decisioning across the business through a "self-serve" approach.
- Support management of Adobe suit and Tealium tag manager

TELSTRA | DIGITAL PRODUCT OWNER - ADTECH | Oct 2017 – Jun 2021 | Melbourne, AU

- **Managing AdTech Operations** and campaigns to display advertisement on AFL and Telstra Digital Properties using **Google Ad Manager (DFP)** and **Adobe Analytics/Adobe Launch** and Telstra Media Ad Library.
- **Manage Technical team** in the form of code development, maintenance, documentation, testing, and implementation (Google DFP & Adobe Analytics)
- **Manage Projects** for Telstra Media Homepage website and defining and developing digital capabilities and delivering successful digital products and experiences using agile manner.
- Technical/advertisement revenue Analysis of Telstra Media Homepage website.
- **Collaborating with a complex and multi-tiered stakeholders** and keep them informed with all key deliverables in a timely manner (any roadblocks / delays to deliverables / projects should be clearly communicated in a timely fashion).
- Conduct audit(s) of Adobe analytics and Google Ad code implementation & provide recommendations for optimization.
- Enabled pre rolls and Mid rolls to the AFL app and Website.
- Migrating video player from Ooyala to Brightcove for AFL website

SPROUTIX | SOFTWARE DEVELOPER | Nov 2015 – Oct 2017 | Melbourne, AU

- Developing Web applications and box office software and mobile apps for independent cinemas in Australia using ASP.NET 4.5, MS SQL Server 2008 R2, CSS, HTML5, jQuery, JavaScript, Bootstrap, Xamarin, Android Studio, Kinesis CMS.

COURT NETWORKS INC. | DATABASE DEVELOPER | Dec 2014 – Feb 2015 | Melbourne, AU

- Designed the database of the organization from the beginning and then made a web application based on that database by using technologies like ASP.NET 4.5, MS SQL Server 2008 R2, CSS, and JavaScript.

RFAL INFOTECH | SOFTWARE DEVELOPER | Jul 2011 – Jun 2013 | Punjab, INDIA

- "Database Migration Tool" using C#.Net 3.0 and SQL Server 2008. This utility facilitates the freedom of database migration between three databases (Oracle, SQL server, MS access).
- "Enterprise Resource Planning" in Java (front end) and Oracle 10g (back end) during this time.

REFERENCES

AVAILABLE ON REQUEST