

Nikhil Kulshrestha

Digital Analytics Manager | Digital Strategist | MarTech Measurement & Strategy

nikhilkulshresthaa@gmail.com | +91 85868 72331 | Noida, India | [LinkedIn](#) | [Portfolio Website](#)

PROFESSIONAL SUMMARY

Strategic Digital Analytics Leader with over 16 years of experience delivering enterprise-wide analytics, customer intelligence, and marketing measurement initiatives. Recognized for translating complex data into actionable business strategies, leading cross-functional teams, and driving measurable improvements in customer engagement, operational efficiency, and revenue growth

Proven track record designing end-to-end analytics frameworks, running A/B testing and test-and-learn experimentation programs, leading executive-level KPI reporting, and applying attribution and multi-touch measurement across 30+ countries. Hands-on experience applying machine learning to content and page scoring for content analytics, and partnering across campaign planning, design, tracking, measurement, and delivery to evaluate campaign effectiveness.

Trusted by senior stakeholders as a strategic analytics consultant, skilled in stakeholder management, team mentoring, and driving digital transformation through data-driven, AI-powered analytics. Experienced in MarTech stack assessment, tool and vendor evaluation, and platform transformation initiatives (Adobe AppMeasurement to AEP Web SDK), advising on martech/adtech roadmap decisions across a 30+ country enterprise footprint.

CORE SKILLS & TECHNICAL EXPERTISE

Digital Analytics Platforms: Adobe Experience Cloud (Adobe Analytics, Adobe Target, Adobe Launch, Customer Journey Analytics, Adobe Experience Platform Web SDK), Google Analytics (GA4), Google Tag Manager (GTM), Adobe Data Warehouse, Decibel Insight

Measurement & Experimentation: Digital Measurement Strategy, Event Tracking, Data Layer Design QA, A/B Testing & Experimentation, Conversion Rate Optimization, Attribution Modeling, Multi-Touch Attribution

Data, SQL & BI: SQL, Power BI, Tableau, Looker Studio, Executive Dashboards, KPI Scorecards, Data Visualization, Advanced Excel

Customer Journey & Optimization: Customer Journey Analytics, Funnel Analysis, User Behaviour Analytics, Segmentation, Digital Optimization

MarTech & Customer Analytics: Marketing Attribution, Multi-Touch Attribution, Campaign Effectiveness (Planning, Design, Tracking, Measurement & Delivery), Test & Learn, ABM (6sense), Campaign Performance Analysis, SEO Analytics, Qualtrics, Decibel Insight, VoC, CX Measurement, MarTech/AdTech Transformation, MarTech Stack Assessment & Vendor Evaluation, Tag Governance

Automation & AI: KNIME, Alteryx, ETL, Data Validation, AI-assisted Analytics, Workflow Automation

AI & Machine Learning Exposure: Applied ML for Page/Content Scoring, Content Analytics, Python (foundational), Azure Databricks (Enterprise Data Platform), Azure Gen AI (Azure AI Agent), AI-Powered Analytics Tools

Leadership: Strategic Analytics Consulting, Vendor & Platform Evaluation, Stakeholder Management, Executive Presentations, Team Management, Agile Delivery

PROFESSIONAL EXPERIENCE

JLL

Analytics Manager | 2023

- **Spearheaded migration** from Adobe AppMeasurement to AEP Web SDK following a platform capability assessment; standardized data collection via XDM schemas and reduced data latency
- Lead enterprise digital analytics using Adobe Analytics, GA4, GTM, AEP Web SDK, App Measurement Framework and Adobe Target, building executive dashboards that reduced reporting turnaround by **40%**.
- Manage a **10-member analytics team** supporting **30+ countries**, owning the full analytics lifecycle: requirement gathering, solution design, SQL-based data validation, implementation, QA, and reporting.
- Partner with Product Owners, UX/UI Designers, and Executive Leadership to define analytics requirements, data layers, and event tracking specifications during product and UX/UI design.

- Design scalable measurement solutions using Adobe Analytics & GA4 ; establish KPI scorecards, attribution models, and governance standards for consistent performance measurement.
- Run A/B testing and experimentation programs using Adobe Target to optimize digital experiences and support data-driven UX decisions.
- Build executive dashboards and KPI reports across Adobe Analytics, GA4, CRM, and paid media using Power BI and SQL, translating data into clear business recommendations.
- Develop customer journey and funnel analysis models using Customer Journey Analytics (CJA) to identify friction points and recommend digital optimization improvements.
- Improved analytics accuracy to **98%** while reducing manual effort by **50%** through QA automation and governance.
- Implemented and managed marketing pixels and conversion tracking using Adobe Launch and Google Tag Manager (GTM), including Floodlight tags and other third-party advertising and analytics tags across web properties.
- Drive ABM analytics using 6sense; led AEP Web SDK migration for future-ready analytics architecture.
- Applied machine learning to generate page and content scores for content analytics, supporting data-driven digital user experience and customer experience improvements.
- Built an Enterprise Data Platform (EDP) on Azure Databricks as a single source of truth, incorporating Azure Gen AI (Azure AI Agent) and connecting Power BI and Azure reporting layers to automate the end-to-end reporting process.
- Collaborate cross-functionally with campaign planning, design, tracking, and delivery teams to measure and evaluate campaign effectiveness across digital channels.
- Deliver executive business reviews, presenting strategic recommendations that influence senior leadership decisions.
- Mentor analytics professionals and evaluate emerging AI-powered analytics technologies to strengthen enterprise analytics maturity.

WNS Global Services (Client: GSK)

Group Manager – Digital Analytics | 2019 – 2023

- Managed enterprise digital analytics and performance measurement programs using Adobe Analytics and Google Analytics for global clients across marketing, CX, and digital transformation.
- Leveraged Qualtrics VoC insights to identify pain points and deliver business recommendations that shaped UX/UI design decisions.
- Defined analytics requirements, data layers, and event tracking specifications during product and UX/UI design in collaboration with Product Management, Marketing, Sales, and Technology teams.
- Acted as strategic analytics consultant to senior stakeholders, transforming datasets into business recommendations that influenced decisions beyond technical delivery.
- Completed a 6-month onsite engagement in the United Kingdom, working directly with executive stakeholders to design analytics solutions and improve operational efficiency.
- Applied Lean Six Sigma to optimize delivery; mentored analysts on SQL, stakeholder management, and analytics best practices.

WNS Global Services (Client: GSK)

Deputy Manager / Assistant Manager – Analytics | 2011 – 2019

- Delivered end-to-end digital analytics and performance measurement engagements using Adobe Analytics and Google Analytics, with actionable business recommendations for marketing and growth initiatives.
- Translated business requirements into scalable analytics and KPI dashboard solutions using Power BI, Tableau, Excel, and SQL.
- Conducted customer journey analysis, funnel analysis, and behavioural segmentation to uncover digital optimization opportunities.
- Defined analytics requirements and event tracking plans during product and UX/UI design with Product Managers and Marketing teams for new digital initiatives.

- Delivered business recommendations from customer feedback and behavioural insights, influencing UX improvements and digital marketing ROI.
- Led analytics presentations and business reviews, translating complex datasets into recommendations for senior stakeholders.

Stellar Information Technology

Digital Marketing Analyst | 2009 – 2011

- Managed SEO and web analytics for domestic and international clients using Google Analytics and Webmaster Tools to monitor traffic, behaviour, and conversions.
- Conducted website audits, keyword research, and competitor benchmarking; delivered performance reports with data-driven optimization recommendations.
- Collaborated with content, web development, and digital marketing teams to align SEO with PPC and broader marketing strategy.
- Presented SEO performance updates and measurable business outcomes to clients, contributing to increased organic traffic and engagement.

EDUCATION

Master of Computer Applications (MCA) — UPTU

Specialization in Computer Applications, Software Development, Data Analytics & Information Systems

PROFESSIONAL CERTIFICATIONS

- Introduction to Programming Using Python — IIT Roorkee
- Alteryx Designer Certification
- Lean Six Sigma Yellow Belt — Process Improvement & Operational Excellence

AWARDS & ACHIEVEMENTS

- Led enterprise Digital Analytics and Digital Performance Measurement initiatives using Adobe Analytics, GA4, and CJA that enhanced business intelligence and executive decision-making.
- Spearheaded Adobe AppMeasurement to AEP Web SDK migration and designed enterprise KPI dashboards integrating Adobe Analytics, GA4, and CRM data.
- Completed a onsite assignment in the United Kingdom, partnering with senior stakeholders on strategic analytics initiatives.
- Awarded Lean Six Sigma Yellow Belt for process improvements that reduced analytics delivery cycle time.
- Consistently delivered customer journey insights, funnel analysis, and data-driven business recommendations that improved marketing ROI.