

A marketing technologist who builds the platforms experimentation runs on — translating UX research and Adobe Analytics insight into A/B tests, integrations, and leadership-grade strategy for global brands including Microsoft, Samsung, and Amazon.

JAMSHEDPUR, INDIA • +91 7004 764 558 • AMISHJHA@GMAIL.COM • AMISHJHA.IN • LINKEDIN.COM/IN/AMISH-JHA

AT A GLANCE

NOTICE 1 month
EXPERIENCE 11+ years
FOCUS Experimentation, Governance & Insight
LANGUAGES English, Hindi

CORE COMPETENCIES

Platform & Experimentation
Adobe Target (Auto-Target, A4T, Recommendations) · AEM · Adobe Launch · Experience Fragments · Platform migration · Adobe APIs

UX Research
UserTesting.com · Research-to-hypothesis pipelines · Product team partnership · Behavioural insight

Marketing Analytics
Adobe Analytics · Microsoft Clarity · Leadership insight decks · KPI definition · Funnel analysis

Stakeholder Craft
MBR & QBR narratives · Executive readouts · Cross-functional escalation · Internal tooling

Governance & Tools
OneTrust · GDPR-aligned consent · Multi-region rollout · Azure DevOps · HTML/CSS · Figma

AWARDS

2025 Accenture
Best Performance, Analytics Transition (Microsoft)

2024 Accenture
Best Performance, AEM Migration

2021 Google
UX / UI Certification

— Adobe
Target Business Practitioner

2019 GPI
Young UX Researcher Award

2020 CSSC
Six Sigma White Belt

2015 TCS
On The Spot — Best Performance

EDUCATION

PGDM, Marketing (MBA)
Xavier Institute of Social Service · 2015–2017

B.Tech, Electronics & Communication
Sikkim Manipal Institute of Technology · 2009–2013

SELECTED EXPERIENCE

Senior Marketing Analyst & Experimentation Lead NOV 2021 — PRESENT
CHENNAI · REMOTE

ACCENTURE SOLUTIONS PVT LTD

Scope: Marketing Technology lead for a major Microsoft Advertising property — owning experimentation, AEM platform, Adobe Experience Cloud stack, and cross-team integration end-to-end.

- Platform migration & build — Led the Kentico-to-AEM migration for a major Microsoft Advertising property and stood up the Adobe Target experimentation program from scratch on the new AEM foundation. Best Performance, AEM Migration (2024).
- UX research → experimentation — Established a research-to-test pipeline using UserTesting.com; partner with product teams to translate behavioural insight into A/B test hypotheses on Adobe Target. A recent banner experiment delivered a 3× lift in sign-up CTR.
- Cross-platform integration — Architected the AEM Experience Fragments → Adobe Target integration via Adobe APIs, enabling experiments on modular content blocks.
- Personalisation — Contributed to the "Recommended for You" experience using Adobe Target Recommendations — criteria, feeds, and delivery surfaces.
- Analytics → executive insight — Translate Adobe Analytics data into narrative-driven leadership decks; insights adopted across leadership. Best Performance, Analytics Transition (2025).
- MSA Toolbar 2.0 — Defined and shipped a tooling enhancement giving content publishers publish-time visibility into active Adobe Target experiments; strong adoption across the team.
- Stakeholder influence & governance — Redirected a senior Leadership AU/Canada geo-routing proposal to a CDN-level solution with SRE ownership. Maintain Adobe Launch and OneTrust governance across regions, including Vietnam GDPR rollout.

Brand Strategist & Lead Designer JUL 2019 — NOV 2021
BANGALORE

BARCODE BRAND CONSULTING

- Campaign strategy & CX — Led end-to-end campaign and digital strategy for client brands, establishing channel mix across social, CX, and OOH; defined KPIs aligning creative output to brand and business outcomes. Mapped journeys across acquisition and engagement touchpoints.
- Visual & content direction — Directed visual language and content systems for major launches across web, app, and offline channels.

Research Associate, Consumer Insights AUG 2018 — JUN 2019
DELHI

KARVY INSIGHTS LTD

- Tier-1 client research — Delivered qualitative and quantitative research for Amazon, Facebook, Royal Enfield, and Hero; built personas, journey maps, and insight reports that influenced feature prioritisation and campaign positioning.

Research Associate DEC 2017 — AUG 2018
GURGAON

VARENIA CIMS PVT LTD

- End-to-end studies — Led qualitative and quantitative research for tier-1 clients including brand tracking and consumer-behaviour deep dives; owned research design, fieldwork, and final deliverables across concurrent engagements.

Research Executive JUL 2017 — DEC 2017
GURGAON

VOX POPULI RESEARCH

- Qualitative studies — Executed qualitative consumer-research projects producing foundational behavioural data for client marketing and product teams.

System Engineer JUN 2013 — MAY 2015
INDIA

TATA CONSULTANCY SERVICES

- Enterprise delivery — Implemented Walmart's deal-sheet platform admin workflow. TCS "On The Spot Award" for Best Performance (2015).