



DEBORAH WILLIAM

DIGITAL MARKETING MANAGER

PROFESSIONAL SUMMARY

Post graduate in Media Technologies with 10+ years of experience in the field of Web analytics and Marketing technologies. Currently with **Deloitte India** (Offices of the US) as an **Insights & Analytics manager**.

Always intrigued with the advancements in marketing technologies, that enable stronger client relationships and richer customer experiences. Invested in learnings on **customer journey experiences, campaign effectiveness, web analytics, insight generation and story boarding**.

Drive a culture of high performance, powered by diversity inclusion and innovation.

AREAS OF EXPERTISE

- Adobe Analytics
- Sprinklr (Research and Analytics)
- Tableau
- CRM Data Analysis
- Data Storytelling
- Campaign Management

SKILLS

- Team Management
- Stakeholder Management
- Project Management
- Mentorship
- Training & Facilitation
- Strategic Planning
- Content Development

WORK EXPERIENCE

Insights & Analytics Manager - Marketing Effectiveness

Deloitte India (Offices of the US) | 2016 - present

PRIMARY ROLE

- Recruited, trained and lead a team of 10 data storytellers to analyze marketing and customer journey effectiveness across 4 businesses and 5 industries
- Build marketing impact data stories, influence marketing strategy through data analysis, define and monitor success KPI's for campaigns using Tableau
- Advice on digital data enrichments across client intelligence warehouses/ CRM databases.

ACHIEVEMENTS

- Established India-led relationship management and analytics support model for Advisory's Marketing effectiveness, supporting E2E measurement and effectiveness for 12 campaigns in the last 7 months.
- Proposed new approaches to customer authentication on firm based platforms, that led to 25% identification of clients.
- Analyzed marketing effectiveness for campaigns like CES, Tax & Wealth Planning Guide, USGA...
- Built governance models and best practices on data integrity that feed into enterprise databases, making significant contributions to the marketing data capture and measurement strategy of the Deloitte US member firm.
- Transformed and automated marketing performance reporting across industries and businesses.
- Connected data sources across external market databases, to identify Deloitte's marketing position on signature issues.
- Educated businesses on the adoption of CRM and financial data into ROI measurement of campaign success.
- Led user management discussions and conducted several onboarding programs for Adobe Analytics and Sprinklr reporting.

Web Analytics & Reporting Team Lead

Infosys BPM | 2013 - 2016

PRIMARY ROLE

- Led a team of 28 web analysts delivering Adobe Analytics tag management solutions, performance reporting and campaign effectiveness analyses
- As a delivery manager, present success stories for new client acquisitions
- In earlier roles as a campaign manager, optimized 60+ paid search campaigns.

ACHIEVEMENTS

- Transitioned the entire Adobe Analytics reporting and insights delivery from overseas to India operations, bringing more than 4 different offerings in less than a year.
- Build solution designs for more than 100+ new product detail pages, that informed usage and preference patterns of customers.
- Established quality control methods for campaign performance reporting, through dashboards and templates, to maintain a quality score of 4.5/5
- Build onboarding and training modules for more than 40+ employees for on job delivery and execution of menu of services.
- Influenced decisions around time and quality SLAs for the delivery of service offerings.
- Managed and optimized several SEM campaigns with a CTR of 3% and more.

CLIENT INTERACTIONS

- Netherlands
- Australia
- United States
- United Kingdom
- India


BEYOND BUSINESS

- Teaching MS Office and Google products to students Grade 8-10 (2016 - Present)
- Content Development and voice over renditions for the Nagenahiru Foundation, Sri Lanka (2005- Present)

CONTACT INFO

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REFERENCES

1. Michael Simone (Senior Manager)
Deloitte US
msimone@deloitte.com
2. Rahul Agarwal (AVP)
Deloitte India (Offices of the US)
rahulagarwal9@deloitte.com
3. Anjitha Sanjeev (Client Operations Head)
Infosys BPM
anjitha_nair@infosys.com

OTHER EXPERIENCES| 2010 - 2013

Media Communications Lecturer

- Develop and deliver learning programs for graduate students around new media technologies

Corporate Communications Executive

- Create marketing content for different media formats, including web

ACADEMIC HISTORY

UNIVERSITY OF HYDERABAD

2008-2010

Masters in communication

GPA: 9.4

Received scholarship for 3 of 4 semesters and an award from the President of India in 2009 for academic performance .

LOYOLA ACADEMY

2005-2008

Bachelors in Media and Communication

81%

Ranked first, class of 2008

INTERNSHIPS

Big FM, Radio Station | April 2006

East Fx, Media Production House | November- January 2008

TV9, Inter-state News Channel | March- April 2010

AWARDS & ACHIEVEMENTS

- **Applause Award** for effective leadership, customer service, new technology ambassadorship- Jan 2021
- **Spot Award** for Professional and Inclusive behaviour- Nov 2019
- **Applause Award** for contributions to enterprise level measurement on campaign health and performance- Aug 2019
- **Spot Award** for support on Human Capital impact stories- Aug 2018
- **CEO Award** for continued business support during extraordinary circumstances- Jan 2016
- **Client award** for client excellence- 2015