

## Contact

[www.linkedin.com/in/parthasarma](http://www.linkedin.com/in/parthasarma)  
(LinkedIn)

## Top Skills

Agile Methodologies  
adobe launch  
Stakeholder Management

## Languages

English (Professional Working)  
Hindi (Native or Bilingual)

## Certifications

Strategy Consulting Virtual  
Experience Program  
Introduction to Statistical Concepts  
Adobe: Customer Journey Analytics  
Adobe Analytics Essential Training

## Honors-Awards

Spot Award  
Grand Salute - The Livewire  
Star Performer 2020

# Partha Sarma

Senior Consultant specializing in Marketing Technologies at Infosys Consulting  
Sydney, New South Wales, Australia

## Summary

At the heart of the digital transformation wave, my role as Senior Consultant at Infosys Consulting has been pivotal in steering organizations through complex analytics migrations and data strategy enhancements. Our team's ability to lead robust data layer implementations for Single Page Applications has been recognized for its thoroughness and detail-oriented approach.

With a specialized focus on marketing analytics, I have leveraged my expertise in Adobe Analytics and Tealium iQ to deliver scalable solutions and insightful customer analysis. This hands-on experience has driven efficiency and measurable business growth, cementing my reputation as a strategic Martech leader who thrives on innovation and technical excellence.

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## Experience

Infosys Consulting  
Senior Consultant  
October 2024 - Present (9 months)  
Sydney, New South Wales, Australia

Leading the design and migration of Google Ads tracking from Adobe Launch to a future-proof, scalable solution.  
Providing detailed, hands-on consultation to stakeholders and recognized for a thorough, detail-oriented approach.  
Collaborating across teams to ensure robust data layer implementations and accurate analytics tracking in a complex Single Page Application (SPA) environment.

Westpac  
Digital Analytics Specialist  
October 2024 - Present (9 months)  
Sydney, New South Wales, Australia

## Bupa

### Digital Data Specialist

March 2024 - September 2024 (7 months)

Sydney, New South Wales, Australia

Provided Adobe Analytics expertise, overseeing the platform migration of Bupa's base code and implementing marketing pixels via Tealium iQ.

Supported multiple squads and stakeholders by creating Tealium

AudienceStream CDP audiences and addressing analytics challenges.

Delivered hands-on guidance and support to team members on Adobe Analytics, driving efficiency in analytics operations.

## Tata Consultancy Services

### Digital Analytics Specialist

October 2023 - March 2024 (6 months)

Sydney, New South Wales, Australia

Implemented Adobe Analytics tracking and marketing pixels using Tealium iQ for Woolies Insurance's digital properties.

Created technical specifications for AEM developers during a content migration project, ensuring accurate data layer deployment.

Collaborated in a squad environment, working closely with the Product Owner and cross-functional teams.

Achieved Tealium iQ certification, enhancing implementation capabilities.

## WooliesX

### Digital Analytics Specialist

October 2023 - March 2024 (6 months)

Sydney, New South Wales, Australia

## AKQA Group

### Senior Data Analyst

February 2020 - September 2023 (3 years 8 months)

Sydney, Australia

Led digital analytics implementations for high-profile clients across multiple industries, including retail, finance, healthcare, and education.

Successfully delivered projects using tools like Adobe Analytics, GA-UA, GA4, Tealium iQ, GTM, mParticle, and Adobe Launch.

Business Australia (2020): Completed Adobe Analytics implementation via Adobe Launch despite limited practical experience, overcoming challenges with AEM developers and a difficult project manager.

Bridgestone Tyres (2020): Delivered GA-UA implementation using GTM for an eCommerce site, managing 200+ Jira tasks and leading discussions with technical teams.

KFC (2021-2023): Managed marketing technology stack implementation on KFC's new website and mobile apps. Implemented GA4, mParticle, and Braze using GTM, working closely with vendors like Cognizant and Branch.

Sydney Water (2021): Designed and implemented Adobe Analytics, created BRDs, SDRs, and technical specifications. Also developed Adobe Target experiences and collaborated on Qualtrics integration.

Warner Music Australia (2023): Delivered data analysis that drove decisions on website replatforming, CRM, and loyalty system development.

Recognized for delivering impactful solutions across projects and for exceptional stakeholder management.

## Publicis Sapient

Senior Associate Marketing Strategy and Analysis

July 2018 - January 2020 (1 year 7 months)

Bangalore

## Absolutdata Analytics

Technical Lead

March 2018 - July 2018 (5 months)

Bengaluru Area, India

## Accrease

Senior Technical Consultant

August 2017 - February 2018 (7 months)

Bengaluru Area, India

## Tech Mahindra

Senior Technical Specialist

November 2016 - July 2017 (9 months)

Bengaluru Area, India

## Nabler

Implementation Engineer

April 2016 - November 2016 (8 months)

## Dell

Product Launch Analyst

September 2014 - March 2016 (1 year 7 months)

Bengaluru Area, India

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## Education

West Bengal University of Technology, Kolkata  
in B.Tech, Computer Science · (2006 - 2010)

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## Activity

06/25/2025, Viewed by Koushika Krishnan