

Arup Chakraborty

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PROFILE

Experienced Marketing Technology & Digital Transformational Specialist with 12+ Hands-on experience in building Marketing Data Infrastructure and Customer Data platform (CDP). Hands-on experience in integrating Digital Customer touch Points with Tools and Platforms, to enable Data Driven Customer Engagement. My history of streamlining processes and saving significant costs at multinational corporations drives my passion for utilizing data to enhance decision-making and operational efficiencies. I am excited to contribute my skills to a mission focused on innovation and leveraging technology for impactful outcomes.

PROJECTS

Customer Data Platform / CRM Architecture & Deployment

- Designed and implemented scalable **Customer Data Platform (CDP)** architecture to unify first- and third-party customer data across multiple digital touchpoints.
- Developed CRM data models and integration strategies to enable **personalized multi-channel marketing** and real-time audience segmentation.
- Collaborated with cross-functional teams to define **data governance frameworks**, identity resolution logic, and golden record strategy.
- Integrated CDP with key platforms (e.g., Salesforce, Adobe, Google Cloud) to support **360-degree customer views and actionable insights** for marketing and sales teams.

Consumer Analytics & Digital Strategy - B2C / B2B / D2C

- Building 360 Customer Profile by bringing data from Multiple Systems and driving Digital Engagement/Sales, through Data Driven Audience Segment
- Setting up multiple automated data streams to bring User Data from many different platforms
- Using Customer behavior touchpoints, create audience clusters and drive Targeted Digital Campaigns
- Developed and executed **data-driven digital strategies** across B2C, B2B, and D2C channels, resulting in improved customer acquisition and retention rates.
- Leveraged tools like Google Analytics, Power BI, and CDP platforms to identify **conversion bottlenecks and new monetization opportunities**.

Marketing Data Infrastructure & Analytics

- Building Marketing Data Infrastructure to bring Marketing Data from different Marketing Platforms, to Cloud Warehouse, and create reporting template for different stakeholders.
- Analyze and Report Marketing KPIs, KPDs for Marketing and Strategy
- Provide custom analysis platform and dashboard through Big query, Tableau, Looker

Ecommerce Analytics & Digital Sales Strategy

- Using Google Analytics understand Customer behavior on Purchase cycle and segment Audience to drive Digital Campaign
- Using Enhanced ecommerce analysis, understand and report the path taken by Purchasers and Non-Purchasers
- Provide Analysis reporting and create Digital Sales Strategy to Stakeholders for Online Store Sales

AI Solution for Marketing and Ecommerce

- Using Google Vertex infrastructure and Stream lit, built AI Chatbot for CRM that

PROJECTS

- can take user input and deliver answers / reports
- Use n8n to build AI Agents , to assist in Workflow Automation with LLM models as required
- Building and optimizing AI Agent, that assist suggesting CRM Campaign as well as developing Audience segment to target

EXPERIENCE

Head Of Data Analytics & BI HSAAd (LG Electronics)

2021 – present FRANKFURT, GERMANY

- Responsible for Planning and Executing CDP (Salesforce) Implementation for LG Europe
- Create a full stack Data Analytics and Engineering team to assist with Digital Transformation project with LG Europe
- Setup Martech ecosystem, and work with different EU Regions in consolidating all platforms to a single cloud storage either by streaming or batch processing.
- Implementing Ecommerce and CRM Strategies for EU countries to align with Business Outcomes from HQ
- Establish and build a team within DX Marketing to support 3 major domain, Marketing Analytics, Customer Data Platform and Robotic Process Automation

Achievements

- Created a single point of Data Capture for 4 EU countries in 1.5 Years with a team of 3 Data Specialists
- Drive 2M €+ Digital Sales through CRM Strategies, within 6 months of CDP Setup
- Create Reusable Data Infrastructure, for faster Customer Data Onboarding and Creating 360° Data Driven Customer Profile for enhanced Segmentation and Targeting

Project Lead,Strategic Data Planner Cheil Worlwide (Samsung Electronics)

08/2019 – 03/2021 SINGAPORE

- Create Real time Marketing Data Automation & provide customized Marketing Dashboarding for Stakeholders
- Setup Marketing Data Warehouse using ETL, and create Data-flow from different Marketing Platforms inside Data Warehouse
- Automate data pipelines from standalone 3rd platforms using REST API & Python along with google cloud functions
- Create Marketing Channel Attribution modeling to understand the effectiveness of different Marketing channels and suggest new Investment opportunity

Achievements

- Real time Data Automation, resulted in 70% reduction in time from manual process
- Using recurring scheduled SQL query, analyse 10TB of data each day, and use BI tools like Datastudio,PowerBI to create Marketing Insights for Stakeholder
- Provided Real time Data Visualization using Custom Big Query SQL script inside Google Data studio

Digital Marketing / Data Analyst Perx Technologies

12/2017 – 07/2019 SINGAPORE

- Build a Digital Lead generation ecosystem with Data Driven Strategy as a process
- Enable a Real time Campaign Analytics with Team/Stakeholder Dashboards
- Implement Ecommerce Analytics within e-store & provide customer buying propensity using Data Analysis
- Evaluate & Onboard the team on to a comprehensive CRM tool, for better Business intelligence

Achievements

- Advanced marketing analysis using data to reduce cost/lead by 20% and increase Sales pipeline ROI from 10x to 18x.
- Implementing behavior driven customer marketing which resulted in 40%

EXPERIENCE

increase in engagements

Digital Marketing & Analytics Manager **Payoda Technologies**

06/2017 – 11/2017 BANGALORE, INDIA

- Drive Digital Marketing planning & execution for B2B Cloud solution products
- Incubate Ecommerce Analytics setup & Personalized Estore reporting for Large Clients

Achievements

- 15% Increase in Customer Purchases due to personalized Remarketing strategy using Customer behavior data

Assistant Marketing Manager - Digital **Ramco Systems**

12/2014 – 05/2017 CHENNAI, INDIA

- Build Global Lead Generation & Online Digital presence for Ramco B2B Enterprise Software products
- Create Data driven Marketing approach using customer generated behavioral data
- Conceptualise Marketing Cloud Platform - HubSpot . Onboard Global Marketing Team

Achievements

- Data driven Lead generation strategy delivered 10x + ROI YoY
- Targeted Account Marketing lead to 30% increase in Large Deals Size

Digital Campaign Specialist **You & I Pvt.Ltd**

12/2013 – 11/2014 CHENNAI, INDIA

- Plan/Execute/Optimize Digital Marketing Campaigns (Ads/SEO/Social-Media) for 8+Clients
- Present & Onboard Brick-Mortar Clients to Digital Marketing Platform & create Lead generation plan
- Use Data driven marketing methodology for better conversion rates at lesser cost

Achievements

- Maintained 4-5% landing page conversion rates due to better campaign segmentation & clustering high / low performance campaign assets
- Higher engagement within targeted audience resulted in average 5-6x boost in ROI for Clients

SEM Campaign Manager **Enqos Technologies**

09/2011 – 11/2013 CHENNAI, INDIA

- Create & Optimize Google Ad campaign for the Largest YPG services in North America
- Plan, Implement, Optimize End-End Digital marketing campaigns for Local Clients

Achievements

- Decreased CPC by 30% & increased Call-to-business by 65%
- Set up a Digital Marketing Team and onboarded 10+ Clients within 2 months
- Using FBQL and FBML created Facebook page “Like App”, and increased Offer redemption by 80%

Senior Web Developer **SmartLearnWebTV**

08/2009 – 08/2011 CHENNAI, INDIA

- Build Front/Back end of a Online education website, with LMS (Learning Management System) functionality.
- Build applications using HTML,Php,Javascript,AJAX,SQL

Achievements

- Created a Robust & Agile Website with secure Back end development & end-end Database with Order management process

EXPERIENCE

- Reduced CPU cycle time by 5 secs to by using AJAX methodology

EDUCATION

Master Of Business Administration (Marketing) Loyola University

2013 – 2015 CHENNAI, INDIA
GPA 3.2 4.0

Applied Data Science (Online) Columbia University

GPA 9.5 10

Bachelor Of Technology (Information Technology) Dr. M.G.R. Educational and Research Institute

2005 – 2009 CHENNAI, INDIA
GPA 8.0 10

CERTIFICATION

Applied Data Science (Columbia University) 2020

Achieving Advanced Insights With Big Query Google 2019

Google Adwords Display Advertising Professional Google 2019

TOOLS AND SKILLS

– DATA INFRASTRUCTURE AND ANALYTICS

Customer Data
Platform(CDP)



Google Cloud



ETL



Python



SQL



AMP (Salesforce Script)



Statistical Analysis



Dashboard



Marketing Infrastructure



Data Analysis



Tableau



Looker



PowerBI



Salesforce Marketing
Cloud



Salesforce Data Cloud



Amazon Marketing
Cloud (AMC)



Hubspot Cloud



Emarsys



Eloqua



Marketing Automation



Ecommerce Strategies &
Analytics



Digital Transformation
Strategy



Ecommerce Analytics



Google Marketing
Platform



TOOLS AND SKILLS

- DATA INFRASTRUCTURE AND ANALYTICS

Facebook Advertising

Google Analytics

STRENGTHS

Neat & Tidy

Quick but Precise

Communicative

Multitasking