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| **AKSHAY**  **ANAND** | Manyata Tech Park, Nagawara Bangalore, India  +91 9040434633  [anandakshay14550@gmail.com](mailto:anandakshay14550@gmail.com) |



**PROFESSIONAL SUMMARY**

IT professional with 3y 03m of on-going experience as an Adobe Campaign developer by implementing/customizing business requirements in Adobe Campaign platform. Expertise in configuring Adobe Campaign tool for various types of workflows, campaigns and surveys.

**SKILLS**

**WORK EXPERIENCE**

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| * Administration :- Configuration & Customization of different modules of Adobe Campaign Classic tool based on business rule | * Languages: - JavaScript, HTML, SQL. * Operating System :- Windows |  |
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* Programmer Analyst Trainee: 2018 January to 2019 January
* Programmer Analyst : 2019 January to 2019 September
* Senior Developer : 2019 September to Present

**PROJECT EXPERIENCE**

# Project #1

# Client: Vorwerk

**Duration: December 2018 to till date**

**Role: Adobe Campaign Developer**

* Performed major role for the development as an Adobe Campaign Developer.
* Creation of custom schemas with various attributes and methods or extending OOB schemas based of the requirements.
* Setting up of delivery mappings for respective recipient schemas based on the campaign model.
* Designing of customer centric and personalized Delivery template for email marketing campaigns.
* Determining the customer segmentation using different queries and workflow activities.
* Setup of campaign workflow for shootout of the email campaigns based on the customer segmentation and delivery template.
* Analysis of the targeted customer response through report generation using OOB reports.
* Configuring external connections with Adobe Campaign.
* SOAP API configuration for real time data load to adobe campaign.
* Creation of customer feedback survey using web applications.
* Deployment activities in Live Environment.
* Knowledge Transition to other colleagues.

# Project #2

**Client: Health Care Service Corporation**

**Duration: July 2018 to September 2018**

**Role: Adobe Campaign Developer**

* Being a part of Development team.
* Creation of Schemas for recipient details.
* Development of technical workflows for data load into the desired schemas.
* Preparation of Unit test cases along with the testing team.
* Execution of successful project work within the timeframe following agile process.

**EDUCATION**

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| Bachelor of Engineering  KIIT University, Bhubaneswar, Odisha | July 2017 |

Graduated with 8.17 CGPA with specialization in Mechanical Engineering.

**CERTIFICATIONS**

#1. Certified Adobe Campaign Classic Developer - Completed

#2. Certified Adobe Marketo Engage Business Practitioner - Completed

#3. Certified Adobe Campaign Standard Developer - Intent to Appear