

Sanjay Kumar S

Digital Tech Developer Specialist

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— Objective —

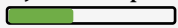
Dynamic and result oriented multitasking professional having achieved many goals in my **7+ years** careers at Marketing Automation platform. Seeking higher level assignment to expand my performance with a growth-oriented organization. Currently working with **Accenture Solutions Pvt Ltd** as Adobe Campaign Classic Developer.

— Skills —

Adobe Campaign



JavaScript



JIRA



Dreamweaver



Teamwork



Marketo



SNOW



FileZilla



Wrike



Creativity



— Education —

2015

Karunya University, Coimbatore, India
B. Tech (CSE) - 7.44 CGPA

2011

Trinity Academy Matric Higher Secondary School
12th - 74.5%

2009

Trinity Academy Matric Higher Secondary School
10th - 69.8%

— Experience —

May 2021 – Present

Aldi

Role: Adobe Campaign Developer

Skill: Adobe Campaign Classic

Company: Accenture Solutions Pvt Ltd

- ✚ Worked On Message Center, Transactional Delivery Templates, Campaign Development, Schema Management, Workflow Development, Typology Management, Push Notifications, etc Upon the requirements of the development story.
- ✚ Worked on API Calls, Web Applications, Navigation Hierarchy, input forms and Analytics connectors.
- ✚ Created complex campaigns/workflows and worked on technical workflows based on business requirements.
- ✚ Customize and optimize the entire campaign management process, to include new campaign requirements, development test, production execution.
- ✚ Working on Sprint Development stories based on Agile Methodology and ensuring development is completed and delivered without any spillover.
- ✚ Working with the team, coordinating tasks and activities associated with campaign workflow development, proofing, and execution.
- ✚ Handling and resolving Incidents, Service Tasks, and Problem Tasks in Adobe Campaign Instance without any SLA Breach.
- ✚ Organize the Weekly Connect with Business to discuss the incidents and blockers on the Development stories.
- ✚ Align with different Clusters (Hybris, SAP PO, and SFDC) on daily basis to address the dependencies on Development Stories and for Incident management.
- ✚ Created Multiple Assets which reduce manual effort and increase the efficiency of productivity.
- ✚ Created an automated workflow to monitor the import and export activities and sends internal reports for monitoring.
- ✚ Managing Production Release package deployment

Dec 2017 – Apr 2021

Asia Miles

Role: Campaign Operator/ Production and QA Lead

Skill: Adobe Campaign Classic

Company: Verticurl Marketing Pvt Ltd

- ✚ Account Management – Direct communication with Account managers and client on deliverables, campaign requirements etc. to ensure client satisfaction
- ✚ Managing Mobile push notification form adobe campaign.
- ✚ Creating Complex workflows in adobe campaign.
- ✚ Data schema Management in adobe campaign.
- ✚ Contact and file upload in adobe campaign.
- ✚ Taken care of Daily Email Deployments with proper segmentation using the filters in Adobe Campaign.

Nov 2019 – Sept 2020

fidelity international

WhatsApp and Marketo

Integration using OC3 Connector

Role: Project Lead / Integration / Campaign Setup / Campaign Deployment

Skill: Adobe Marketo / NEXMO

Company: Verticurl Marketing Pvt Ltd

- ✚ Established the connection between NEXMO and Marketo Using OC3 Connector.
- ✚ Created the CDO to store the message status (Rejected/ Sent/ Delivered/ Read).
- ✚ Created the webhook to pass the data from Marketo to Nexmo using a middleware OC3 Connector.
- ✚ Creating the WhatsApp templates in WhatsApp Business account and Linked the HK and SG official WhatsApp number in WhatsApp Business account
- ✚ Campaign Creation and Campaign deployment from Marketo.

Apr 2016 – Nov 2017

Talend

Role: Marketing Technology Associate

Skill: Adobe Marketo

Company: Verticurl Marketing Pvt Ltd

- ✚ Account Management – Direct communication with Account managers and client on deliverables, campaign requirements etc. to ensure client satisfaction
- ✚ Creating Smart campaigns and smart for the trigger campaigns
- ✚ Generating performance reporting for the programs.
- ✚ Taken care of Email Deployments with proper segmentation using the filters in Marketo

Jun 2015 – Mar 2016

Rockwell Automation

Role: Marketing Technology Associate

Skill: Eloqua

Company: Verticurl Marketing Pvt Ltd

- ✚ Designing of both simple and complicated Campaign assets like Email, Forms, and Landing pages.
- ✚ Taken care of Email Deployments with proper segmentation using the filters, Event management, Nurture, Lead scoring and enquiry management in Eloqua
- ✚ Testing email proofs for quality of content, rendering issues on various devices and browsers, links and landing pages, and troubleshoot problems as they arise.

— Certifications —

- ✚ Adobe Campaign Developer – Classic (Nov 2019 – Nov 2021)
 - ✚ Marketo – Certified Expert (Apr 2019 – Apr 2021)
 - ✚ Partner-Level 1 Certification – Eloqua 10 and Eloqua 9
 - ✚ Eloqua – General Product Support certification
 - ✚ Oracle Eloqua and Content Marketing Cloud Service 2013 implementation Specialist
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== Area Of Interest ==

- + Digital Marketing
 - + Campaign Management
 - + Customer Relationship Management
 - + Database
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== Strength's ==

- + Adaptability, Quick learner and a good leader
 - + Team Player
 - + Flexibility and Confidence
 - + Accepting Feedback and taking it forward
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== Hobbies ==

- + Cricket
 - + Computer gaming
 - + Long rides
 - + Hearing songs
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== Personal Information ==

Date of birth : 27th July 1994

Gender : Male

Father's Name : Shanmugaraj M

Languages Known : English, Tamil, Telugu (Can Speak)

Address : 3/105, N. kosavampatti, Thuraiyur Road,
Namakkal,637001

Alternate Email : sanjaykumar27071994@gmail.com

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Place: Bengaluru

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